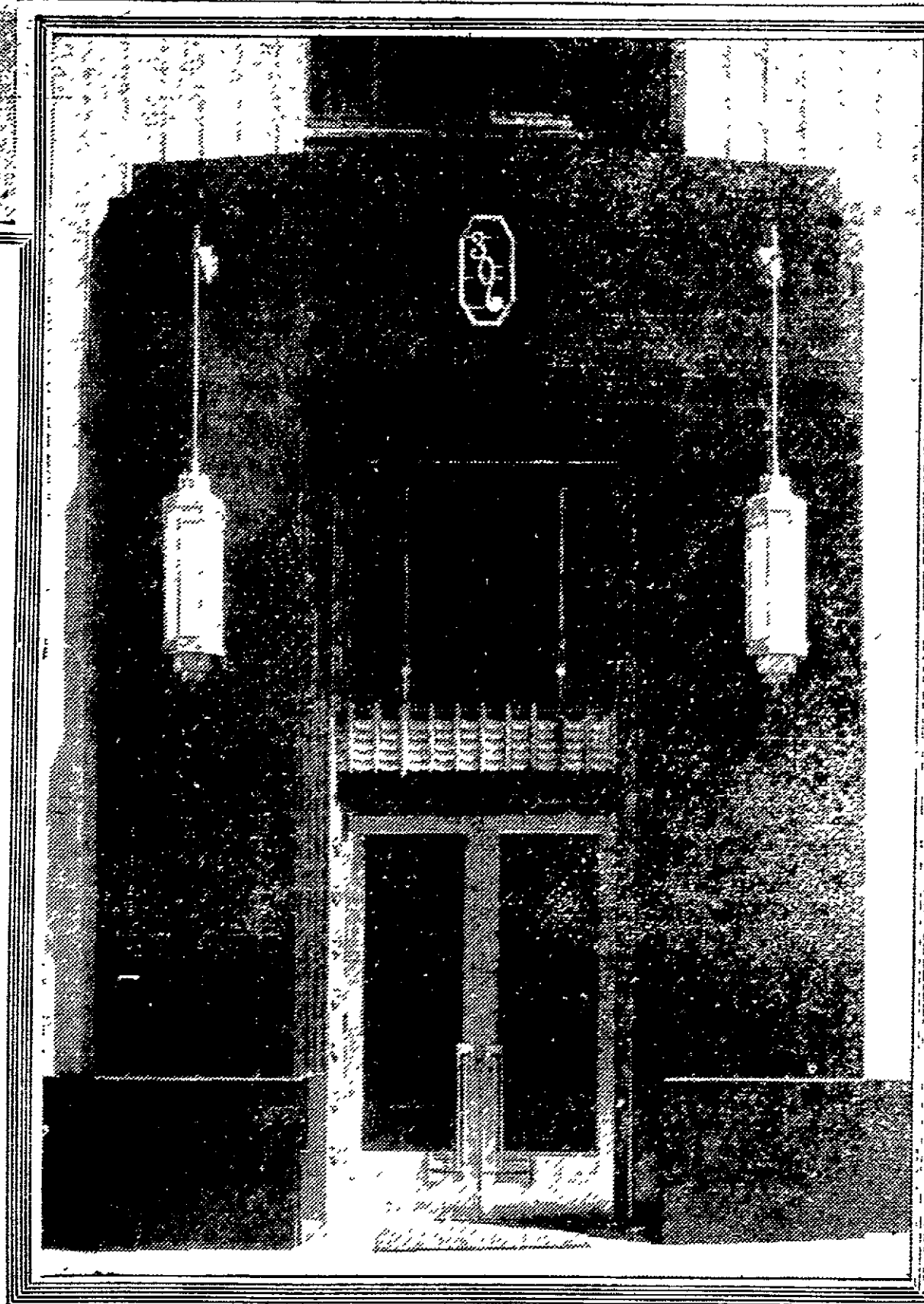


## *The New Home of the Appleton Post-Crescent*

will be formally opened for public inspection tomorrow and Wednesday, from 9 o'clock in the morning until 9 o'clock in the evening. It is with considerable pride and satisfaction that the management invites the Post-Crescent's friends in Appleton and vicinity to visit its new building, the product of the architectural genius of Feeller, Schober and Berners.

GUIDES WILL CONDUCT GUESTS  
THROUGH THE BUILDING TO POINT  
OUT ITS INTERESTING FEATURES  
AND TO EXPLAIN THE MECHANISM  
OF NEWSPAPER PUBLISHING.

Postmaster Emery Greunke has announced that the new postoffice will be open for public inspection on Tuesday and Wednesday, from 2 until 5 o'clock in the afternoon and from 7 until 9 o'clock in the evening.





# Post-Crescent's New Home One of Most Attractive in Country

## No Sacrifice Of Beauty to Gain Utility

### Comfort, Convenience and Efficiency Embodied In Building

Out of the mael of concrete blocks, steel girders, and marble slabs heaped on the corner of Washington and Superior-sts for months has risen the stone and granite edifice which is the new home of the Appleton Post-Crescent, designed by Foeller, Schober and Berners, architects, Green Bay. Externally, the new building is an attractive pattern of cream shaft-like piers outlined with black granite and decorated with wrought aluminum. Through the large, impressive doorway of black granite, with its hanging lanterns and silvered decorations, one enters one of the most modern and attractive newspaper plants in the country.

The east and south walls of the building are of cream Kasata stone with a rubbed finish, quarried by the Green Stone and Marble company, at Kasata, Minn. Breaking the wall space are the window recesses, four on the south and seven on the east. They run through the two stories, and between the first and second story windows are aluminum spandrels in deplated and polished finishes, with two decorative modillions. The spandrels were manufactured by the Crown Iron Works of Minneapolis, the same company which manufactured the entrance, also, of aluminum. The name, "Appleton Post-Crescent," runs across the top of the doors in raised aluminum letters.

Above the second story windows is an architrave carved in a modernistic floral design, and this is surmounted by a parapet decorated with stone modillions. The walls are topped with a coping of Kasata stone.

**Black Granite**  
The stone around the main entrance and the base of the building up to the window sills is of black granite, quarried in Cold Spring, Minn. Two attractive lanterns, nickel plated bronze with etched glass, hang from the granite by slender brackets, and the street number is worked into an effective modillion in the center of the marble.

The window recesses are set back from the stone face, giving an appearance of depth, and the jamb returns to the windows, as well as the base of the pillars, are fitted. The Richey-Brown windows on the south and east are especially designed to give the maximum light and ventilation, with no draft, and are easy to operate. These windows were furnished and installed by the S. A. Smith Co. All other windows in the building are the projected type of factory steel sash. Windows throughout the buildings are of steel. All plate glass in the building was furnished and installed by the T. C. Esser company.

**Insulated Roof**  
The structural steel supporting the roof was fabricated by the Vulcan Manufacturing company of Fond du Lac. The roof slab is a poured-in-place gypsum covering applied by the United States Gypsum company of Chicago, and this in turn is covered with a tar and gravel roofing. The roof has a high insulating value which tends to keep the building cool in warm weather and warm in cold weather. In addition it is very light weight, thus reducing the cost of its supporting structure.

**Featherweight Haydite Building Units**, manufactured by the Gochman Concrete Products company, are used as backing for the exterior walls, as well as for the interior partitions.

**Recall Fan Motif**  
The fan motif of the vestibule ceiling is recalled in the two color Tennessee marble floor, furnished and installed by the Twin City Marble and Tile company of Minneapolis. The base of the vestibule is of verde antique marble, quarried in Vermont, and the decorations are of aluminum, wrought by the Badger Wire and Iron Works of Milwaukee. Two radiators concealed in the panelling supply warm air through aluminum grills.

The large lobby and business office is a replica of the vestibule, in materials. Alternate light and dark panels of walnut are broken with pillars, the floor of the lobby is of Tennessee marble, and the railing around the secretary's corner are of verde antique marble. The main field of the ceiling, an acoustical tile secured through a suspended steel construction of Sanicoustic tile made by the Johns Manville company, has a perforated metal face over a sound absorbing cushion. There is a plaster border, pastel tinted, and an ornamental plaster cornice.

On the north wall there are two aluminum grills in attractive design, through which humidified air enters the room. The room is heated by direct radiation from radiators concealed in panelling under

## Beautiful Business Office of the Appleton Post-Crescent



### Mayor Goodland Congratulates Appleton Post-Crescent

As Mayor of the City of Appleton and in behalf of its citizens I want to congratulate you on the opening and dedication of your new home. It is the most beautiful as well as modern newspaper building in the middle west. It certainly is a credit to the City, a monument to your company and has added another beautiful building to Appleton.

You deserve much credit for having built up from a small beginning a modern, metropolitan, daily newspaper with a circulation far beyond the average daily newspaper in a city of this size, which was accomplished only by the untiring efforts, honesty and fairness of yourselves and the able staff you have maintained in your organization.

Again I congratulate you and wish you continued success.

JOHN GOODLAND, JR.  
Mayor.

### Minnesota Stone In New Building

#### Whole Country Supplies Materials in Post- Crescent Home

The cream-colored Mankato stone, which makes the beautiful new home of the Appleton Post-Crescent stand out as one of the most picturesque structures in Appleton, was quarried at Mankato, Minn. Mankato stone is noted for its hardness, its similarity to typical marble formation, and its smoothness, which makes it stand out among the limestones.

Setting off the Mankato stone is the black pearl granite which adorns the base of the building, and sets off the modernistic main entrance. The granite is of the highly polished variety and was quarried at Cold Spring, Minn. One of its characteristics is its flaky appearance and on bright days, under the direct rays of the sun, beautiful blue flakes stand out in the light.

The gypsum roof is a mixture of pulverized gypsum and shavings. The material was mixed on the job and was applied to the roof in a layer 2½ inches thick.

Cream-colored face brick was used on the west and north walls, harmonizing perfectly with the Mankato stone. Glazed brick used in the composing room, stereotype and press rooms and in the lavatories was manufactured by the Stark Brick Co. of Canton, Ohio.

Haydite blocks, manufactured by the Gochman Concrete Products

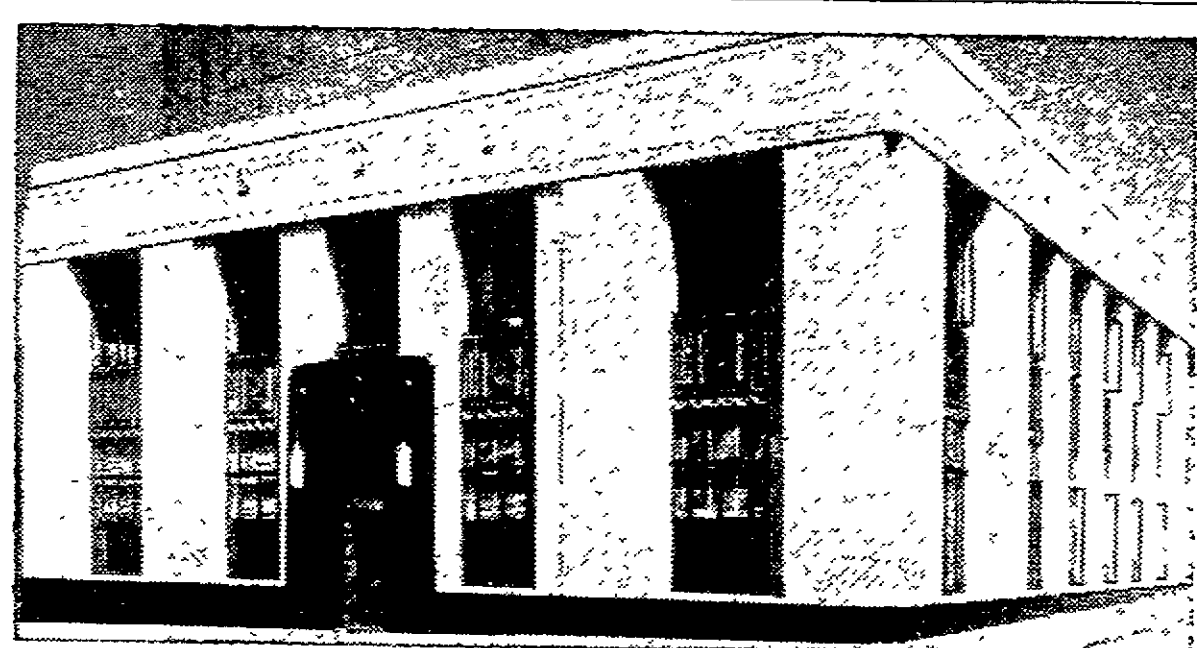
the windows and behind aluminum grills.

To the left of the main door is the secretary's enclosure, surrounded by an aluminum railing set on a low marble curb. Between the enclosure and the vestibule is a walnut settee with blue leather cushions.

Counters are of walnut with

verde antique tops. The cashier's and bookkeeper's counters are screened with frosted glass in three horizontal shaded bands. The glass is set in aluminum standards. The vault door in this enclosure, made by the Diebold Safe and Lock company of Canton, Ohio, is

Turn to page 7 col. 2



### the Permanent Beauty of GRANITE, shown in the new Post-Crescent Building

Granite, created by nature as the perpetual building stone, has been used by the builders of the new Post-Crescent headquarters to bring a beauty to the building which could not otherwise be obtained.

Cold Spring Pearl Black Granite forms the exterior-base of the building as illustrated above. This stone has been taken from our own quarries and manufactured in our own factory.

It forms one of our four outstanding granite products. Others are: Cold Spring Pearl Pink, Cold Spring Pearl White and Cold Spring Rainbow Granites. All are exclusive with us.

To the Post-Crescent, best wishes for future success. May we commend you on the good taste demonstrated on your new home and in your choice of Cold Spring Pearl Black Granite.

**COLD SPRING GRANITE COMPANY**  
Cold Spring, Minnesota

## Architects Have Long History of Large Projects

### Foeller, Schober and Berners in Business for Forty Years

Foeller, Schober and Berners, Green Bay architects who designed the new home of the Appleton Post-Crescent, was established 40 years ago by Henry A. Foeller. Today this company ranks with the leading architectural houses in the middle west.

A few years after the founding of the firm, Max W. Schober became associated with Mr. Foeller and the firm took the name of Foeller and Schober. In 1923, Edgar Berners, a graduate engineer, became a member and the firm name was changed to Foeller, Schober and Berners. In 1930, Noel Ross Safford and Clarence O. Jahn, designers, were admitted into partnership. Members of this firm have long been affiliated with the American Institute of Architects, and Mr. Foeller, the senior member, has been on the state examining board for architects since its inception.

From a small beginning, the firm has enjoyed a steady growth until its personnel now includes eleven. Carlton O. Bender and Maurey L. Allen are draftsmen. Olivia Weber has charge of bookkeeping and stenographic work and Katharine Weber has charge of the blue printing department. L. J. Reis and Horace W. Tausley, both graduates in architecture, are the field superintendents.

During its existence the firm has designed and supervised the erection of a large number of buildings of various classifications in this section of the country. A few of the later projects are:

**Residences:** Turnbull, Nadeau, and Richardson at Green Bay; the Murphy home at Allouez; Wells at De Pere; Shanan and Drissen at Port Washington, Kummerow at Two Rivers; Brummer and Kowalki at Kewaunee; Prescott at Menominee, Mich., and many others.

**Public buildings:** Y. M. C. A. at Green Bay and at Muskegon, Mich.; Columbus club at Green Bay, Kimberly club at Niagara, Kellogg Public library and Neville Museum at Green Bay.

**Office buildings:** The Northern Finance building, Cady-Bernard building, City Center building and Architect's building at Green Bay.

**Hospitals:** St. Vincent's, Green

## Make Radical Changes In Postoffice Interior

The sound of hammer and saw has been heard continuously at the postoffice of late and the interior appearance of the building has been considerably altered. The money order room has heretofore been no larger than a clothes press but the improvements now going on will add to its size six times. The south half of the call boxes has been removed and a partition erected east and west right across the postoffice corridor, about half way between the south wall and the call window. The new room this makes will be the money order department and will be entered through a door swinging both ways. The old entrance to the postmaster's private office has been removed and temporary carriers' windows substituted and a new entrance made just at the side of the new partition and between it and the call window. Ultimately the western half of the lock boxes will be removed and the carriers' windows moved that much nearer the front of the building.—Post, Jan. 3, 1933.

**Churches:** St. John, St. Peter & Paul and Grace Lutheran at Green Bay, St. Mary Magdalene at Wausau, St. Vincent de Paul at Oshkosh, St. Peter & Paul at Institute, Sacred Heart at Eau Claire, Evangelical Lutheran at Morrison.

**Schools:** The new East High, the Howe, Whitney, Lincoln, Roosevelt, Fort Howard, Vocational, St. Francis Xavier and St. John at Green Bay; Post Washington high school, West Bend high school, Nicolet high school at West De Pere, Sturgeon Bay high school; grade school at Eagle River and the new Jefferson Elementary school at Menasha now under construction.

**Memorial homes:** The McCormick Memorial home in Allouez, the Anna M. Reiss home at Sheboygan and the Odd Fellows home at Green Bay.

**Banks:** McCartney National bank and the South Side State bank at Green Bay and the Clintonville State bank at Clintonville.

**Merchandise buildings:** Morley-Murphy and Joannes Bros., warehouses and the Fairmont creamery, Green Bay Water company, Oneida Motor Truck plant, Northern Paper Mill Office buildings, and many filling stations for the Barkhausen Oil Co., Green Bay, Pennsylvania Oil Co., at Madison, and stations for other companies at Waupun, Racine, Walworth, Lake Geneva, Waterford and Marinette.

The company also designed the plant of the Green Bay Press-Gazette at Green Bay.

## Woman Called Insane— She Went in Barbershop

Cleveland, Ohio, Jan. 5.—A young lady, who until a few days ago held a responsible clerkship in one of the largest dry goods stores in this

Co., Appleton, line walls of the building, insuring the maximum insulation and solidity.

Floors in the composing room, press room and other work rooms are of Arkansas pine cut across the grain and solidly anchored on concrete. Floors of this construction have tremendous wearing quality and at the same time have a certain elasticity that makes for comfort.

city, created somewhat of a sensation Tuesday by becoming suddenly demented and wandering about the business portion of the city.

She entered the Weddell house barber-shop and asked for a haircut and shave, and upon being refused, went to the telegraph office and attempted to send a dispatch to the emperor of Austria to tell him that the people of Cleveland were ill-treating her. She was taken to the police station and held until the arrival of her parents. The cause of her sad condition is unknown.—Post, Jan. 5, 1933.

Public buildings: Y. M. C. A. at Green Bay and at Muskegon, Mich.; Columbus club at Green Bay, Kimberly club at Niagara, Kellogg Public library and Neville Museum at Green Bay.

Office buildings: The Northern Finance building, Cady-Bernard building, City Center building and Architect's building at Green Bay.

Hospitals: St. Vincent's, Green



Main stairway of the Post-Crescent Building showing the stair railing made by Badger Wire & Iron Works.

the art  
which man has worked with metal

The days of merely utilitarian purposes in wrought metal are gone. Where once ugliness or equally objectionable ornateness was produced, now is displayed true craftsmanship and a sympathetic understanding of architectural design.

That craftsmanship and understanding have been shown in our contributions — railings and grilles—to the new Post-Crescent building. Inspect them. They will give you a better understanding of the art which man has worked with metal.

**BADGER WIRE & IRON WORKS**  
MILWAUKEE



# Paper Reaches To Far Corners For Materials

All-embracing Grasp of Newspaper Is Greatest Fascination

Tonight as you sit under your reading lamp with this copy of the Appleton Post-Crescent in your hand, you are holding the concentration of millions of dollars of capital and thousands of hours of energy, the aspirations of hundreds of men and women in all parts of the world—all concentrated in this single copy of a newspaper.

Often you have heard the remark about the "fascination of newspaper work," but its real all-embracing grasp of the world's activity often is overlooked. Few realize what romance there is in the making of the paper itself, the pages you turn one after another, the ink that tells the story of the world's work and helps build vast business and structures all over the world.

**Whole World Is Touched**

The new building of The Post-Crescent is the outcome of the investment of money and labor that reaches into the spruce forests, the mines, the jungles, the flax fields, the turpentine swamps and the plains of the whole world. Every newspaper establishment is. But the foundation of it all is paper itself.

If your evening paper, smelling fresh of ink, had qualities of a phonograph record you might hold it to your ear and hear the echo of the axes on the spruce, in many lands. You would hear the crash of the great trees to the earth, the cries of the woodmen, "timber," the stamp of horses, or the coughing of tractors struggling through snow to the river banks. The crash of logs rolling down to the water. Then, the cracking of the ice in the spring and the groaning of the logs as they start to the mills, the cries of the lumberjacks as they leap from log to log, breaking the threatening jam; the boom of dynamite when the jam has come, and the pulp to the mills and the pulp machines.

Now, from many far places comes the Fuller's earth, the sulphates and the other ingredients that must be used before the pulp is ready for the rollers that squeeze out the water and convert it into the familiar paper.

Every time you pick up a copy of the Post-Crescent you have a reminder that only a few months ago hundreds of trees were felled in the forests to make the paper you have in your hand.

**Ink Important Factor**

Before we consider the wonderful machinery that brings all the world's news to your home, condensed into a few pages, let us look for a moment at the making of that other essential part of the newspaper, printers' ink. Here again the world contributes its resources. The ink is made of carbon or lamp-black, perhaps from China. This is mixed with linseed oil or resin, turpentine and soap. The resin brings to you the varnish-gum trees, perhaps of Australia, the turpentine carries the picture of the Carolina or Florida swamp. The soap, an important ingredient for insuring a clean attachment of the ink to the types and preventing smears, may be made of the fat of cattle slain in the Argentine packing houses, like those of Death Valley and a touch of glycerine from the oil wells of the Caspian sea. The linseed oil may come from the flax fields of Saxony.

Before the press starts, which will in a few minutes convert blank paper to the daily history of the world, we may briefly consider how this history is gathered. Let us say that an earthquake has devastated an Andean village. A breathless news runner, descendant of the men who fought Pizarro, reaches a solitary railway signal station on the trans-Andean railway. There he tells the tidings of disaster in his native tongue. The telegraph operator in that lonely station sends it in Spanish to division headquarters, where it is relayed to Valparaiso or Buenos Aires. Then the cables to New York, to London and to Paris, carry the electric message and the world learns of a disaster almost before the dust of the quake has settled. If it is a heavily populated country, correspondents rush to the scene by train, by boat, even by plane. Expense does not matter.

**News Costs Are High**

Correspondents travel half round the world to attend peace conferences, ships are hired to report the attempt of men to conquer the oceans by airplane or dirigible, writers accompany the men who strive to climb Mt. Everest or who try to cross the poles, and fortunes are spent in reporting sport events.

Close to home the system becomes more complicated, more profuse. The intimate phases of life all enter into the making of the news report. The newspaper's responsibility as a builder of character, better living and living conditions, home influence and church activity take their place beside the general news of the world.

Special editions, special days, special pages mark the paper's interest in the welfare of the people. Along with this direct effort at uplift the paper must answer the innate curiosity of the reader, the demand to know what the rest of the world is doing, no matter whether it be good or bad.

**All Activities Are Told**

It is to the newspaper the public looks for accurate, concise, well written information of war and peace, religion and the cultural influences, politics, markets, sports, women's activities, the courts, the police, the theater and countless civic activities. The newspaper accepts it as its duty to "cover" the shipwreck, the forest fire, the story of the man imprisoned in a cave, or to report the legislature's doings, the president's message or the baby show. Nothing of public interest at home or abroad escapes it.

Everywhere the reporter is busy:

## Executive Offices of the Post-Crescent



The world is moving, and he is the recorder of its every act.

Then the newsroom, to which hundreds of wires thousands of operators, millions of words bring the world's story to the copy desk. Here jumble minds and fingers coordinate to edit, select, cut down, rewrite, dress up and present the news in its most interesting and comprehensive form, also write heads that will fit the column and yet tell the story—no easy job, if you'll believe the copyreader—and then on to the composing room.

The search for news and the voluntary offering of news comes from every source, from the high and

the low, the pious and the unholly. If a whole county preys for rain the story probably will be on the front page. If a society for the suppression of all religion is incorporated that also will make the front page, probably. If world peace promises and if there is a double murder from a vendetta in the foreign quarter the stories may run side by side. They are news as are the tales that come day by day from the divorce court, politics, the French debt or world peace.

Clear of the news room, the news goes into the complicated machinery of the composing room, where the almost human linotype, mono-

types and other such machines soon put the efforts of thousands of brains and hands throughout the world into little leaden slugs piled neatly one on another in narrow columns on steel tables. Then the eagle eye of the proof reader must scan the proof and back it goes to the type machine for correction.

At last, under the magic touch of the "make-up" man, it is all ready; the page is made up. And—if you may never have thought of it before—everything fits even, like a picture-block puzzle for children at Christmas. Now the page is cast in molten metal and husky stereo-

types turn the finished plates, each a complete page, into a news, date line and all the perfection of a finished and corrected page, over to the press room. The

Turn to page 5 col. 2

## Heat or Cold Has No Terrors in New Newspaper Plant

Even Temperature at All Times Assured by Ventilating Systems

Physical discomfort from heat or cold is almost entirely eliminated in the new home of the Appleton Post-Crescent as a result of the scientific and modern heating, cooling and humidifying systems which control temperatures throughout the building.

In winter the temperature is controlled by thermostats which automatically controls the valve in each individual unit as the temperature falls or rises above a certain point. Freshly humidified air, properly moistened by a humidifying unit in the basement, is supplied to the editorial department, main office, advertising conference room and the business manager's office.

The heating unit for the building consists of a low pressure steam boiler, stoker fired. Radiation space in each room is scientifically determined. Each radiator is equipped with an automatic control valve that either shuts off or turns on the heat as the temperature rises above or falls below the maximum and minimum requirements for the room in which it is located. A Kewanee boiler is part of the heating system and in winter this boiler also supplies hot water for the lavatory, wash basins and showers. During the summer water is heated by an auxiliary heater.

**Two Ventilators**

Two unit ventilators have been installed in the composing room while another has been installed in the stereotyping department. These unit ventilators are connected with the outside by a damper which opens when the temperature in the room necessitates. An electric fan in the unit draws fresh air from outside over a special steam radiator and into the room. In summer these ventilators draw cool air into the rooms.

The windows throughout the building are of special design to assist in proper ventilation of each room, while at the same time no direct air currents or drafts are possible.

The humidifying machine in the basement draws in air by a suction fan and it passes through a fine spray of water where it is moistened. In winter the air is heated and in summer cooled air is supplied by a duct system to the various departments.

In the stereotyping room, composing room and lavatories, fumes and odors are drawn off by exhaust fans through metal ducts to the roof.

Kohler fixtures have been used in the lavatories throughout the building and in some lavatories colored fixtures harmonize with the general color scheme of the room. All valves and fittings in the lavatories are chromium plated. On the first floor there is a private lavatory.

Turn to page 4, Col. 8

## Old Newspapers Contain History of Community

There is practically no source of material now available on the early history of Appleton beyond that which is to be found in newspaper files or books which have been compiled largely from these files. Among the most important of these is "History of Outagamie County," of which Thomas E. Ryan was editor-in-chief. The following items, all originating from newspaper sources, have been taken from the book named above.

Appleton—An Indian was accidentally shot in this place yesterday, but the bullet was extracted and he is now getting better. He and a boy were playing with a pistol when it went off in the hands of the boy. A young man was drowned here last week while building a foot bridge across the river—Green Bay Advocate, Jan. 16, 1851.

Boston—Samuel Appleton, Esq., a wealthy merchant of this city died last evening. Our town was named in honor of this much esteemed gentleman.—Crescent, July 16, 1853.

It has come to a pretty pass if the Menasha squad belonging to the "Forty Thieves" are to be suffered to detain the mails for their private inspection or to spite a community which happens to look with disfavor upon their schemes. The eastern mail which arrived at Menasha on Tuesday of this week was received here on Thursday and the Milwaukee papers which we should receive Thursday will be kept there until Saturday so the public can see that the Menasha postmaster is determined to have a watchful eye to their interests.—Crescent, June 3, 1854.

And Still They Come—The rush of New Englanders and New Yorkers to our village appears to widen and deepen. A large number of families have arrived here within the past ten days and are already making preparations to build houses and engage in business. The sale of lots in the two extremes of the corporation—the upper and lower villages—are quite numerous and several first class dwellings are in progress or prospective and will be erected before the leaves of autumn fall. The best of all is there is no speculation—no undue exchange or increase in price of town lots. There is a gradual rise, but no wild or unhealthy speculation.—Crescent, June 24, 1854.

Sunday last was the hottest day we have seen in Wisconsin within seven years. The thermometer marked 103 degrees in the shade. It was a "melting time"—Crescent, June 8, 1854.

Our Appleton hunter, Mr. Warner killed a fine black bear on the school section north of this town. The bears are very troublesome in that locality, killing hogs and scaring the juveniles. What say our fun-loving people to a real bear hunt.—Crescent, September, 1854.

What is the distinct trait of the people of Appleton? The answer is—temperance—strict sobriety in town or corporation. Officers do not license rum selling and when any is sold it is in violation of the law and of public sentiment. When men sell liquor we fine them and when they get drunk we imprison them. These sedatives have an influence. We propose that the sentence be doubled to all offenders.—Crescent, Dec. 16, 1854.

The population of Appleton is principally made up of New Yorkers and New Englanders with some dozen families of English, about fifteen families of German, and as many of Irish birth. We have only two or three French families and not a Spaniard nor a Negro. In the county we have the Hoosier settlement in Freedom, Centre is entirely settled by natives of Ireland, most of whom have been many years in America. Their settlement extends into Freedom and Kaukauna. There is also quite a settlement of Irish in Greenville, which with Dale is the garden of the county. The Hollanders have a large settlement in Kaukauna extending thence into Brown and Sheboygan counties. There is also quite a French population in Kaukauna, mostly descendants of the French settlers and traders who came to Green Bay at a very early day. The German population of our county is not large and is scattered. Dale has the most considerable settlement of Germans extending into Horton and Greenville and a few into Ellington. Very many, however, are of German descent, through really Buckeye born. The German population of our county is prospering. Ellington, Bovina and Embarrass contain settlers mostly of American birth and with the exception of Centre and Kaukauna the citizens of native birth are the most numerous in every town in the county.—Crescent, Dec. 22, 1855.

A good work is going on in the Third ward under the supervision of Theodore Conkey. A dam is being put in and is underway where the mills were destroyed last spring. It is to be so arranged that the boats can run down to the mills, which will be a great accommodation to them. The river is very low at the present time, and the boats are complaining of touching bottom or rocks continually.—Motor, Sept. 1, 1859.

The sportsmen nerabouts have been committing sad ravages with the deer since the first fall of spow. Many of these animals have been brought into town and are selling at \$1 per 100 pounds, the same as beef.—Crescent, December, 1860.

The postoffice war in this city grows warmer and the aspirants increase in number. "Honest Old Abe" will probably be obliged to compromise matters by keeping John Elliot in office.—Crescent, January, 1861.

the Owners and Architects of the New Post-Crescent Building selected

# BROWNE WINDOWS

OF SOLID ROLLED STEEL

after a very thorough investigation of various types. Their decision was based on these features:

- Perfect ventilation without draft
- Felt weatherstripping—giving weather protection
- Noise-proof when closed
- Easy operation—no binding or sticking
- All windows cleaned from the inside
- Fuel-saving

Many fine buildings and schools in Wisconsin have used Browne Windows.

Made by Richey, Browne & Donald, Inc.

Maspeth, N. Y.

Sold by

S. A. SMITH,

Milwaukee, Wis.

Steel Windows and Metal Doors

Temper and Modify Too-Bright Light

admit Air, Yet Insure Privacy When Desired

## RATOX Venetian Blinds

A building is only as modern as its windows—(shown in the ultra-modern new Post-Crescent building)—and windows are only as efficient as their shades.

Specified for these windows were Ra-Tox Venetian Blinds and it is these Blinds which help create the smart, distinguished appearance of the new Post-Crescent building, both inside and out.

Note their efficiency, how easily they work, how accurately they can be adjusted to provide the right amount of light and ventilation without even being raised. To the newspaper which has used them in this marvelous plant, our congratulations!

### Hough Shade Corporation

134 N. LaSalle St., Chicago

Factory at Janesville, Wisconsin



# Rival Editors Used Venom to Pen Editorials

## No Holds Barred in Bitter Battles Between Post and Crescent

BY V. W. ZIERKE

If some of the names the Post and the Crescent called each other in some fifty years of verbal internecine warfare were to be compiled into a single article they would make the characters in Mark Twain's "Adventures in Tennessee Journalism" seem like the utterances of a deacon by comparison.

The earlier editors of these two papers, as well as the first contemporaries of the Crescent—the short-lived Free Press, in 1856, and the predecessor of the Post, the Motor—were masters of invective. Style of expression differed almost from decade to decade, but the writers left no doubt as to their meaning, whether they called a spade a spade, a digging tool, or a suit of cards.

Pioneer Appleton saw the newspapers fighting with bare fists and no rules for the game. Usually it was in the line of political skirmish, with each paper acting as the mouthpiece of its party. In reality the editors said little more than what Democrats said about Republicans and Republicans about Democrats. "Drunkards, blacklegs, bullies, murderers," were more or less common expressions. Later editorials, crammed with somewhat milder epithets, were none the less virulent. Then came an era of extreme politeness, with now and then a reversion to type.

**Battle Over Library**

It must not be assumed, however, that editorial strife in Appleton was restricted to warfare between the two local papers. Every exchange paper of a different political faith was fair game.

Perhaps the most prolonged continuous struggle between the Crescent and the Post, aside from almost constant political bombardments, was the one over the location and construction of the public library. It began when Mayor Ehl's vote broke a tie in May, 1899, to award the library contract. The six dissenting aldermen called the action illegal. The land had been donated to the city by the Y. M. C. A., but was subject to a large mortgage, and erection of the library building on the ground was mandatory if the city accepted the gift.

The Crescent, Democratic paper, questioned the value of the real estate in view of the mortgage and charged that the property was being "unloaded" on the city.

Court action followed the awarding of the contract. The Post, Republican mouthpiece, charged that Democrats were "contemplating annulment of everything the city has done in relation to the library building." The same paper continued: "Although papers were not served until 6 o'clock last night, the Crescent had been furnished with the weighty secret . . . and was enabled to dissertate in a much more turgid way than usual."

Columns upon columns of editorials followed in the next few months discussing every aspect of the library question, with each paper loosening liberal broadsides at the other in the process.

The Post, in a sner moment, urged that the site itself was not the main thing and suggested that "it is highly incumbent to act as men and not as Republicans or Democrats." It suggested an end to contention.

"Dark-room proceedings" were charged by the Crescent after a committee of the whole session of the common council. The paper launched a bitter attack upon "secret" sessions, and continued:

"Should another attempt be made to go into secret session, every Democratic alderman should retire, and if arrested by command of the mayor of the self-constituted boss, they should meekly submit to arrest and imprisonment, obtain release by habeas corpus and then bring suits against the offending persons for false imprisonment."

"Gentle" Razzing

A lengthy editorial in the Crescent brought this comment from the Post (July 15, 1899): "If there was ever any doubt about the need of a public library in Appleton, in addition to our various other educational institutions, the discourse in the Crescent of Saturday, so far as it can be construed, is a most pertinent reminder to the city fathers. By the same token, a comparison of educational law would seem to be a pressing, if not an imperative, want in the community, at least so far as some of those who would advise the public are concerned. We say as much not only because of what is contained in the aforesaid discourse but the manner in which it is put. The syntax and punctuation of the thing, to say nothing about the jumbled-up arrangement of the matters treated, are enough to make Lindsey Murray turn over in his coffin." The Post recognizes the identity of the writer to whom these presents are sent greeting as unmistakably as an ass can be distinguished by his ears or a Cheshire cat by its grin."

To which the Crescent designed only this rather casual reply, tacking it to a long editorial which assailed the Post's position on the whole question: "If the Post writer were as perfect in truthfulness as he imagines himself an erudite scholar, he would not even need wings to soar away to realms above; his angelic nature would have translated him bodily long ago."

It would be impossible, because of space limitation, to give a blow-by-blow report of that journalistic marathon. This article attempts only to give a general idea of the content of the fourth estimate. Here's a parting shot from the

# Appleton Newspaper Publishers--Past and Present



Here are the men who figured prominently in the newspaper history of Appleton since 1852, the year the Appleton Crescent, this city's first newspaper, made its appearance.

Upper left is A. B. Turnbull, president of the Post Publishing Co., who began his newspaper career 32 years ago in the office of the Detroit News. He began work in the cashier's cage and later was promoted to cashier. He also gained experience on the advertising staffs of the Bay City (Mich.) Times, the Duluth News-Tribune and the Saginaw News. He was advertising manager for the latter publication. Mr. Turnbull also spent two years as advertising manager for the United States Graphite Co., and in 1915 he went to Green Bay and with his associates consolidated the Free Press and Green Bay Gazette to form the Green Bay Press-Gazette. In 1920 Mr. Turnbull, with his associates acquired the Appleton Post and the Appleton Evening Crescent and merged the two in the Appleton Post-Crescent.

H. L. Davis, (center) general manager of the Appleton Post-Crescent, began his newspaper career 26 years ago in the circulation department of the Jackson (Mich.) Citizen-Press soon after leaving school at Hillsdale, Mich. After two years with that newspaper and two years as contest manager for The American Circulation Co., he became assistant advertising manager of the Times-Herald at Port Huron, Mich. A year later he became business manager of the Leader at Alliance, Ohio, and then went to Beaver Falls, Pa., to direct advertising policies of the Beaver Falls Tribune. In 1918 he moved to Green Bay to become advertising manager of the Press-Gazette and in January of 1920, he came to Appleton as business manager of the Appleton Post-Crescent. He was named general manager of the newspaper when reorganization was effected about two years ago.

V. I. Minahan, (upper right), editor and treasurer of the Appleton Post-Crescent, is a native of Chilton. After graduation from the law school of the University of Wisconsin in 1901 he began the practice of law in Green Bay, and in 1915 he was associated with Mr. Turnbull and John K. Kline in the newspaper consolidation which resulted in the Press-Gazette. He became its president and occasionally contributed editorials. Mr. Minahan was vice president of The Post-Crescent from its organization until the death of Mr. Kline when he became treasurer and editor. During the war Mr. Minahan, a captain in the field artillery, spent two years with the American Expeditionary Forces in France.

No little of the success of the Appleton Post-Crescent was due to the inspiring leadership of John K. Kline, its editor from time of consolidation in 1920 to his death in 1930. Mr. Kline, educated at the University of Indiana, the Indianapolis Sentinel and the Cincinnati Post and for nine years he was assistant to the editor of The News at Saginaw, Mich., and for three years he was its editor. Mr. Kline went to Green Bay in 1915 and with Mr. Turnbull and Mr. Minahan consolidated the Free Press and Gazette, and five years later, with his associates, merged the Post and Crescent to form the Post-Crescent.

Early newspaper history in Appleton is inextricably mingled with the careers of Aleck Reid, (left center) his brother, T. B. Reid (right center) and Samuel Ryan (lower right). Mr. Ryan was one of the four Ryan brothers who established the Crescent in 1852 and for many years he was one of the most influential men in the community, besides wielding a tremendous influence in Wisconsin Democratic politics. His bitterest political rivals were Aleck and T. B. Reid, editors of the rival Republican publication, the Appleton Post, and many a verbal battle was fought by the two. Aleck Reid, with George M. Miller, acquired the Post in 1869, and his brother Tom joined him a few years later. Following Aleck's death in 1910 the paper was operated by T. B. Reid and Edward P. Humphrey who joined the organization in 1885. T. B. Reid died in 1925 and Mr. Humphrey lives in California. Samuel Ryan, despite his many political offices was active on the Crescent until his death in 1907.

During these years two German publications were established. The first of these was the Volksfreund, established in 1870, and of which H. A. Meyer (lower left) was editor and publisher from about 1871 until his death in 1911. During this long career the Volksfreund became one of the outstanding German papers of the middle west and wielded a large influence in this county. The Appleton Wecker was established about 1878 with Chris Roemer (lower center) as its editor and publisher. He continued to direct the paper until he died in 1907 and ten years later the paper suspended publication.

Since 1852, when the first newspaper was established in Appleton, this city has been served by eight papers. Six of these were English papers and two were German.

Although the first newspaper published in Appleton was the Crescent, many of the first settlers who came here between the years 1846 and 1852, were subscribers to the Green Bay Advocate. That paper was one of the first published in this vicinity and they were delivered in this vicinity by boat from Green Bay. News from Appleton, written by a correspondent here, was delivered to Green Bay by boat. Then the papers were sent back by boat and printed news often was weeks old by the time it was read. The Green Bay Advocate continued to hold some subscribers here long after the first newspaper was started in the city.

The Appleton Crescent, which was named after the big bend in the Fox river here, was established as a weekly in February, 1852. Colonel Samuel Ryan of Fort Howard, now Green Bay, furnished the funds for the establishment of the plant and his four sons, John C., James, Samuel, Jr., and Henry D., were partners in the company which operated it.

Rolla Law was the first editor of the paper although he only remained in charge for about a year when the Ryan brothers took over full management. Plans for establishment of the paper were under way late in 1851 but actual printing did not start until February, 1852.

**Start G. O. P. Paper**

The Crescent was a weekly Democratic paper and in 1859 the Appleton Motor was published as a Republican organ. Republicans established the paper so they might have an organ for their party. E. A. Ryan and E. D. Ross were the first owners of the Motor. Later the Motor was acquired by Henry Pomeroy, father of Colonel Hugo Pomeroy, and the name was changed to the Appleton Post. Later the paper was sold to J. C. and R. B. Bu- chanan and on Oct. 21, 1869, it was acquired by A. J. Reid and George M. Miller. Miller later retired and T. B. Reid and E. P. Humphrey joined the company. In 1883 the Daily Post was established and it was operated as such by T. B. Reid and Mr. Humphrey until Jan. 23, 1920, when it was purchased by J. K. Kline, A. B. Turnbull, V. I. Minahan and H. L. Davis, all, at that time, of Green Bay. They started publishing the Post on the date of the purchase.

The Ryans continued operation of the Crescent with Samuel J. Ryan, III, finally taking charge of the publication. He started issuing the Crescent as a daily in October, 1880. The weekly edition also was continued for several years.

The Crescent was sold in February, 1918 to the Meyer Press, which continued its publication until Jan. 31, 1920, when it was acquired by the newly organized Post Publishing company and merged with the Post to become the Appleton Post-Crescent. The job printing equipment and business of the Post was taken over by Meyer Press, which retained that part of the business of the Crescent.

**Had Short Life**

Between 1869 and 1870 the Appleton Times a Republican weekly, had a brief life under Captain J. N. Stone, who later went to Neenah where he established the Neenah Times.

Another English weekly, the Fox River Journal, published by E. J. Weisphal, was established in 1902 and suspended publication about 1917.

The first German newspaper published in this section of the state, and one which at one time reached a circulation of over 8,000 in this district, was established in 1870 by Herman Erb. This paper, which catered to the large number of German residents, was maintained on an independent course in politics and for a time it wielded considerable influence in political circles of the county.

About a year after the organization of this paper W. H. Meyer became associated with the paper and he finally took complete control of the organ. When the Meyer Press was organized that company assumed publication of the paper.

On the death of Otto Schaefer, the editor, about two years ago the paper was taken over by the National Weeklies, Inc., of Winona, Minn. That firm is still publishing the Volksfreund.

In 1878, the Appleton Wecker, a rival German publication, was started. Chris Roemer was the first editor of this paper and it was later edited by his son, Herman C. Roemer and Engelbert Schneller. In 1917, shortly before the start of the World War, publication of this paper was discontinued.

Photographs of members of the Appleton Post-Crescent staff, used in this edition, are from the studio of E. H. Harwood. The photographs of Mr. A. B. Turnbull and Mr. V. I. Minahan are from Garrett of Green Bay. Interior and exterior views of the Post-Crescent building and of the new postoffice were made by Harvey A. Schlitz.

# 1st Newspaper Here Came Off Press in 1852

## Six English and Two German Papers Have Served Appleton Readers

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# Eight Newspapers Have Served City Since its Founding

- 1852—Appleton Crescent established.
- 1859—Appleton Motor established.
- 1869—Appleton Post, formerly the Motor, sold to A. J. Reid and George M. Miller.
- 1869—Appleton Times, weekly, established. Had brief life.
- 1883—Appleton Daily Post began publication.
- 1870—Appleton Volksfreund started.
- 1878—Appleton Wecker established.
- 1890—Appleton Evening Crescent first issued as daily.
- 1902—Fox River Journal, weekly, started.
- 1917—Fox River Journal suspended.
- 1917—Appleton Wecker suspended.
- 1920—Appleton Post sold to present owners.
- 1920—Appleton Evening Crescent merged with Daily Post to form Appleton Post-Crescent.
- 1932—Appleton Post-Crescent moves to new home.

# Whole Staff Helps Move to New Plant

## Just a Touch of Regret as Employees Leave Old Building for New One

The entire staff of the Appleton Post-Crescent assisted in moving the machinery and equipment from the old quarters at 123 S. Appleton-st to the beautiful new home at 306 W. Washington-st. Every employee had his or her part to do and it was done with a thoroughness and alacrity which bespoke careful planning and an anxiety to be located in the new building as soon as possible.

Most of the machinery and equipment was moved May 28 and 29, although the press and stereotyping equipment had been moved on previous weekends. For more than a week before the newspaper was definitely established in its new home, the paper was printed on the new press that was set up in the new building. While the new press was being used the old press was being dismantled and moved to the new building.

On "moving day" the paper was printed at noon and as the work of each department was completed for that day moving operations started. Thus by the time the paper went to press, the advertising, circulation, editorial and business departments were moved and there remained only the job of moving the equipment from the composing room. Before Saturday night business was being transacted in the main office, and the reporters were pounding away at typewriters in the new home. Telephones were connected as rapidly as desks were set up.

This was by far the most difficult task of all, and the better part of two days were required to finish the job. The heavy linotype machinery, with its delicate parts, had to be moved carefully to prevent breakage. Then there were type cabinets weighing thousands of pounds, supplies of type, make-up tables and the scores of miscellaneous other pieces of equipment and furnishings that had to be rushed to the new building. Everything had to be in readiness so a paper could be published on Monday. Every employee lent willing hands to assist in the big job.

Upstairs in the composing room scores of hands were working furiously in an effort to have the plant in readiness for operation on Monday, and by Sunday afternoon the whole plant was ready to operate and by Monday operations were carried on as usual.

Moving, with all its exhilaration and expectation, nevertheless had just a touch of regret. For many of the staff the old plant on Appleton-st was their home comfort and was theirs from five to twenty-five or more years and in that long time many affections were established. To almost every member of the staff the old building had been the scene of excitement, of tense expectation and of triumph as some particularly difficult task was well done and it was with a little sadness that the final departure was taken.

But the pleasure with which the whole employed force looked forward to the improved conditions in the new plant far outweighed such regrets as there were. Here under most modern conditions, with every convenience and every advantage for the health, safety and welfare, the Post-Crescent staff has doubled its energy and its effort to give Appleton people the kind of a newspaper they are proud to call their own.

**Heat or Cold Has No Terror in New Home**

Continued from page 3

tory in the business manager's office and a lavatory for the newsboys off the carriers' room. On the front mezzanine floor is a lavatory for the men of the business offices while on the second floor is a large lavatory, with a commodious rest room, for the girls of the staff. In the rear of the building is a large, very comfortable and airy lavatory, with a commodious rest room, for the men of the business offices. Three showers baths are included in this room as well as a Bradley wash fountain which permits a large number of men to wash at the same time.

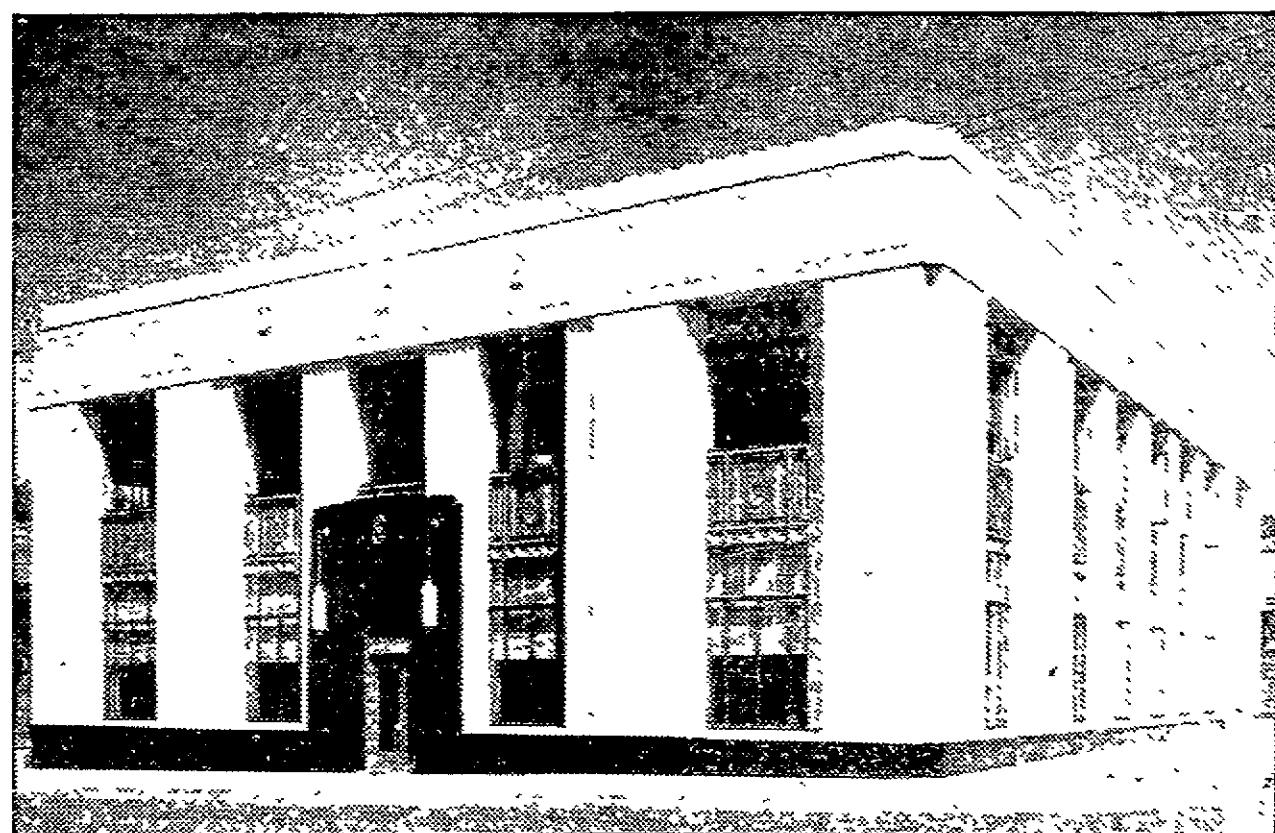
Three fountains supply an adequate quantity of drinking water. One of these is located in the hall just off the main business office. Another is located in the corridor at the entrance to the editorial rooms and the third is located in the composing room. A Frigidaire cooling system cools the water to these fountains.

Pipes and conduits for the linotype machines in the composing room are laid in trenches covered with steel plates, thus permitting repairs or changes without difficulty. Sufficient pipe connections are provided throughout the building to provide for the future growth of the plant.

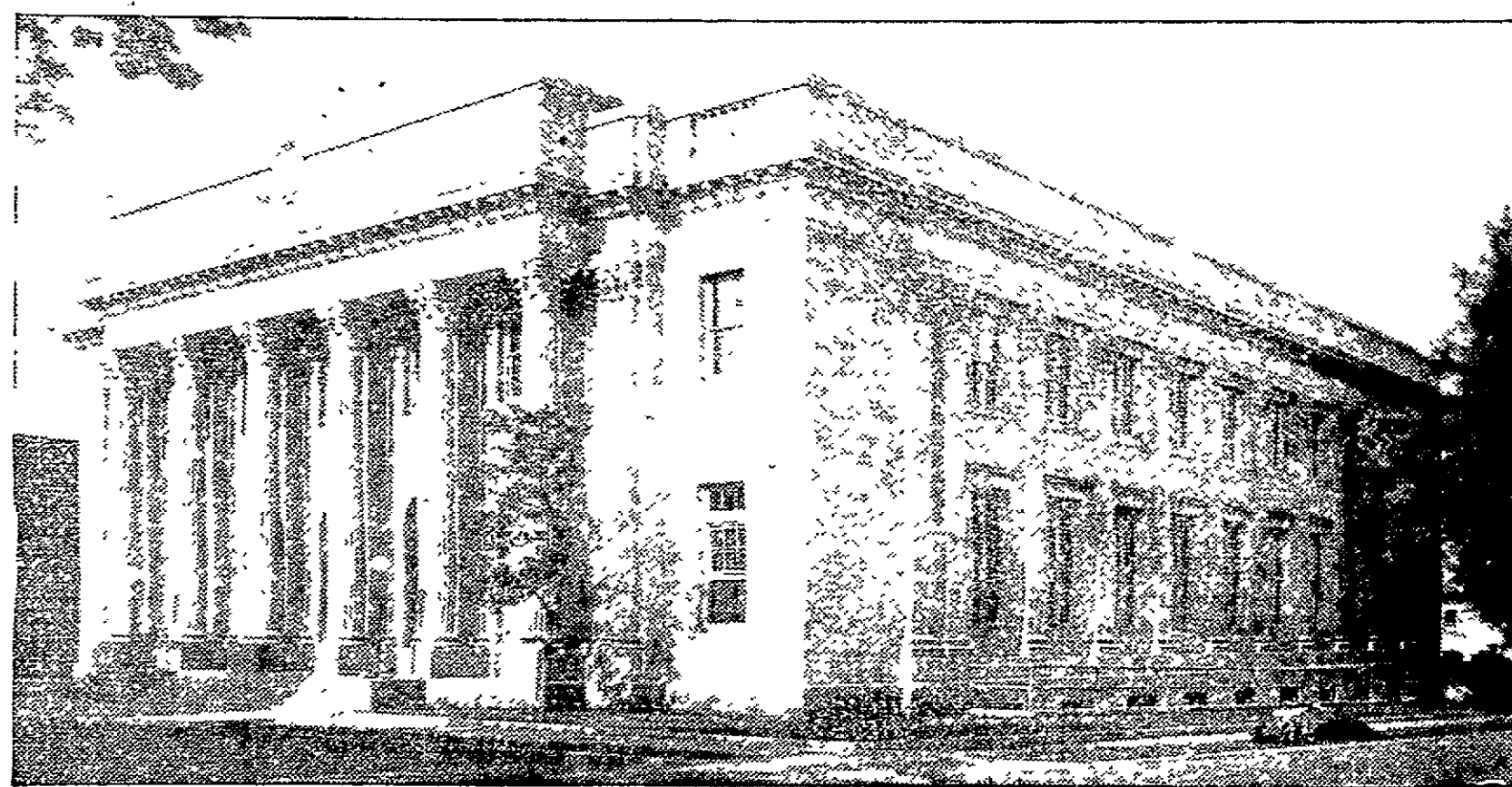




# Two Fine New Buildings for Appleton



*A Real  
Tribute to*



## HETTINGER LUMBER USED IN BOTH STRUCTURES!

Business cannot be built upon low price alone nor upon good merchandise alone. These factors, important in themselves, must be combined and to them added the element of real service — service of a personal, understanding and interested nature, a service backed by competence and fair dealing.

In our many years of doing business in Appleton we have found the policy outlined above to be the surest method of selling and re-selling. Once a Hettinger customer, we have found, means nearly always a Hettinger customer.

This company furnished much of the material which went in-

to the building of the new Post Office and the new home for the Appleton Post-Crescent. The first consideration was, of course, the fact that Hettinger's price was right. The quality of Hettinger's products is unquestioned. Finally, the fact that Hettinger service is of so high a type and so unwavering in its regularity completes the reason why Hettinger got the job.

It is our sincere wish that the new Appleton Post Office will fill its long-felt need adequately and efficiently. Our second wish for successful service to the people of the Appleton Area goes to our next-door neighbor the Appleton Post-Crescent.

CONGRATULATIONS!

## HETTINGER LUMBER CO.

*Quality --- Service --- Satisfaction*

LUMBER, BUILDING MATERIALS, MILLWORK, FUEL

—PHONE 109—

**CELOTEX**  
INSULATING CANE BOARD

**ZEIGLER**



## Crescent Was 1st Newspaper In Community

Began Its Career Before Appleton Was Incorporated as Village

BY SAM J. RYAN

Eighty years ago the first newspaper in Appleton began its career. This paper, The Appleton Crescent, named for the big bend in the Fox river, was a weekly journal, established by Col. Samuel Ryan of Fort Howard in 1851, for his four sons. Col. Ryan advanced the money for the purchase of type, presses and material, the four boys contracting to repay in installments. The partnership was called Ryan Bros., the personnel being Samuel Ryan Jr., John C. Ryan, James Ryan and Henry D. Ryan, each having a one-quarter share. According to the contract three brothers were to board, clothe and send Henry to Lawrence in lieu of his share of the profits.

Samuel Ryan was a practical printer, working on the old Green Bay Intelligencer in the late '30's, and in the absence of the owner doing the editorials. John and James had only a slight knowledge of the printing art. The first copy of The Crescent was to have appeared in December, 1851, but was not issued until February, 1852. The delay was probably due to getting the press in working order or to properly conditioning the rollers. Rolla Law was editor and Samuel Ryan, Jr., assistant editor. James Ryan was job compositor and pressman, John C. Ryan, typesetter, and Henry learning to set type out of school hours. Mr. Law soon retired and the others carried on.

### Crescent's Various Homes

The first home of The Crescent was in a frame building in what is now Veterans' Square; after a fire the office was moved to a one and one-half story frame structure now occupied by Lyons cigar store on College Ave. Then in the early '70's it was housed on the second floor of the Pettibone's Store. A few years later the office was moved to the third floor of the A. L. Smith Building, over Woolworth's and later to the half-basement of the old Manufacturer's National Bank building at College Avenue and Morrison street.

The first newspaper press was a George Washington hand press which was originally used in New England and New York, moved to Appleton by water over lakes and river and by ox team. There was also a small platen press, probably nonpareil, and a small cylinder hand press, which I think must have been an army press. In the late '60's or early '70's a Campbell cylinder press replaced the old Washington. Husky men turned this press by hand. Later a steam engine did this heavy work. The rollers were cast by James Ryan at his home, the molasses and glue cooked on the kitchen stove and

### Veteran



John Kampo

## Veteran Printer On Staff 37 Years

John Kampo Got His Start In Old Post Plant on College Avenue

"Sure I remember the old Daily Post when it was a four page paper, made up in the large one room office on College Ave. that served as editorial, business, office, advertising department and composing room all in one. I started out 37 years ago as errand boy on the Daily Post under E. P. Humphrey."

John Kampo, now in the responsible position of make-up man, is the oldest employee of the Appleton Post-Crescent from the standpoint of service. As he recalled the second floor office of the old Post, the "old days" of newspaperdom contrasted strangely with the modern newspaper plant.

Since starting out as a jack-of-all trades in the small, thriving newspaper that was the forerunner of the present Appleton Post-Crescent, Mr. Kampo has seen the linotype machine take the place of weary, and tedious hours of hand-setting, he has seen the old flat bed press change to a more complicated flat bed press and finally the powerful rotary press that prints, folds and counts the papers in one roaring operation.

"In the old days the stove had to be fired up in the office every morning and the desks at the back of the room were cold in the winter time. We did job printing then as well as newspaper printing so the composing room force consisted of four job printers, seven

timber, rich soil and other resources, besides boasting of being the seat of Lawrence University.

### Early Printers

I can only report by hearsay the names of the early printers who learned their trade in this old establishment. Henry Foster was a pressman and Maj. C. A. Green was a typesetter. Among those who were on the roll were Byron Price, now a Washington correspondent; Will DeWitt, in drygoods in Fond du Lac; Sam Griffith and Porter Jones, deceased; Otto Helbing, George Sutherland, Peter Verway, Rev. John Cheynoweth, the Keish sisters, Kueher brothers, Albert J. Kreiss, H. Pomeroy, Theodore Beaulieu was a printer and wood cut engraver and is now Indian agent in White Earth, Minn. At the time of the civil war there were seven printers who enlisted from The Crescent office. Five of them were Charles and Park Elliot, D. J. Brothers, Jerome Watrous and Sam Ryan. The names of the others I do not recall.

### The Daily Established

In October, 1890, the writer, Sam Ryan III, started the Daily Evening Crescent, and also continued for a time the Weekly. The first reporter was Frank Harbeck, now on the Milwaukee Board of Education. Other reporters were Harry Ferguson, Paul Hunter, George Kull, Byron Beveridge, Ralph Pomeroy, Harold Hopkins, Will Rose, Hal Lummis, Max Loeb, Edna Ferber, John Nelson and Eugene Colvin.

poured into molds. It was quite a trick to get a perfect roller of correct consistency and free from air holes. Paper was bought in Chicago, then in Neenah and later in Appleton.

### Little Cash Then

In the pioneer days cash was scarce and all had to work hard to make a living. About the only cash the newspaper received came from the county, for legal printing, tax lists, etc., and some from job printing. The farmers paid in wood and produce. There was no cash from merchants' advertising—bills all traded out. The help were boarded by the publishers and given store-orders for clothing. Very little money changed hands in those early days. The politics of the paper were Democratic, probably due to tradition. Col. Ryan once received a military commission from Andrew Jackson, and the family stuck to the Jackson party thereafter. Samuel Ryan was county judge and justice of the peace many years and for nearly forty years wrote the editorials in his political offices, not in the newspaper office. He was also clerk of the school district for a generation or more, and the old Ryan High School was named for him. James Ryan managed the plant and did most of the local news. He had time to fill offices of city treasurer, state senator, mayor and postmaster. John C. Ryan left in 1859 for the western gold fields, selling his share to James Ryan. H. D. Ryan went into W. S. Warner's law offices after disposing of his interest to James Ryan. Henry Ryan became one of the best known members of the legal profession in Wisconsin.

### Brought Many Settlers

The Crescent had a motto on its first page: "Our Woodland Home," that became well known in New England and New York state, and attracted many settlers to Appleton. Copies of the paper circulated all through the East and many later residents first heard of Appleton through The Crescent, which consistently extolled the virtues of the Wisconsin climate, its water power,

## Appleton Newspaper in 1858



news compositors and one ad man."

Work in those days, was tedious and long because every word in the four pages was set by hand. The compositors not only had to prepare the type piece by piece for the daily newspaper but they had to throw all the metal letters back in their proper cases in order to work the next day.

"With the flat press one side of the paper was printed at one time and then it had to be turned over and printed on the other side. When the papers were ready they had to be folded separately by carrier boys."

Mr. Kampo recalls the spaciousness of the building on S. Appleton-st. when the Daily Post moved into it. At first the composing room

and news room were both on the second floor with the book binding department on the third floor.

Today Mr. Kampo is the man responsible for the appearance of most of the pages in the newspaper, which is called "make-up." He builds together the blocks of news material and advertisements when they are in type to make each page as attractive as possible. His interest in this work goes back to the Daily Post days, when as a typesetter he used to watch his foreman assemble the advertising and the pages of the newspaper. He served his three years apprenticeship in the shop as office boy, delivery boy and general errand boy. Soon after he learned to set type by hand, he became an assistant make-up man.

### Newspapers in the fifties and

early sixties apparently didn't concentrate much on local news if this copy of the Appleton Crescent for Dec. 18, 1858, is a fair sample. This four page paper contained just one local news item, at the bottom of the fourth column of the first page. It stated that "Geo. D. Prentice is suffering from a severe attack of erysipelas." That was the whole local news report for the week. The two inside pages were taken almost completely by the full text of President Buchanan's address to the Congress and all the rest of the paper is devoted to advertisements, with the exception of one column on the front page devoted to clippings from other papers.

## News is Running Story of What is Going on in World

Value of News Story Depends on Number of People Interested

News—that commodity distributed by newspapers, has been defined by one teacher of journalism as "anything timely of interest to a number of persons."

An editor, addressing a class of graduates of a school in journalism, said: "News is a record of action."

Webster defines news in this manner: "A report of a recent event; information about something before unknown; fresh tidings; recent intelligence."

Whether a piece of news is worth one inch or one column, or whether it is fit to print or better that it be left unreported, depends upon the particular editor under whose attention the news falls. Out of a certain number of editors, however, the majority probably would agree quite closely as to the value and worthiness of a piece of news.

News falls under many headings. It may be of local, state, national or international interest. Under each of these headings, again, it may be further divided. It may be classified as to industry, economics, politics, science, health, accidents, crime, sports, society, etc.

The value of news depends upon the number of people affected. A story about a new tax rate for a municipality, which would hold keen interest for every property holder in that community, would warrant greater length and a better "play" than a story about paving plans, which would chiefly interest the persons living on the streets involved.

The death or injury of a prominent man would hold more interest than would the death or injury of an ordinary citizen. In the first place, the former would be known to a greater number of persons. In addition, his death, or even his temporary absence from his office, might seriously affect a large number of people.

Says a treatise prepared by the Bank of Manhattan Company:

"News! What is it? It is the stir of life that marks the difference between a living world and a dead planet. It is the sound of civilization's machinery in motion. It is the speed gauge of progress. It is the background for all thinking, all planning and all knowledge of human affairs. When paper leaves the presses imprinted with the news, it is an inert material no longer, but an active force."

"Up to within the past few generations, exchange of reports has been chiefly by word of mouth. It was principally for this purpose that men gathered in coffee houses in the cities of Europe and America, and even today the gossip is

## Whole World in Newspaper Grasp

Publishing Industry Reaches Into Far Corners for Materials

Continued from page 3

plates are put on the cylinders of the press and all is ready. Everything has been done with marvelous speed. For instance, half an hour may elapse between the time a police reporter 'phones a hold-up story to the re-write man and the moment that the story is on the press.

Now there is the pressure of an electric button and with the whirling of the machinery, the unrelenting of paper, the dipping of the ink-rollers, the chopping of the knives that cut each completed paper, the effort of a vast army of news-gathering agencies is brought to a climax. The edition is off! A few minutes later newsboys are rushing through the streets and the world is reading of its own doings almost before they are done.

The law is a great profession; medicine demands genius; religion, teaching, legislation, banking, trade, building, the sea, the forest, the farm, all have their claim to vast influence on the growth of the human mind. But the newspaper is the concentration, the culmination, the quintessence one might say the altar, of all the arts, the crafts, the profession, the hopes and the despair of the world.

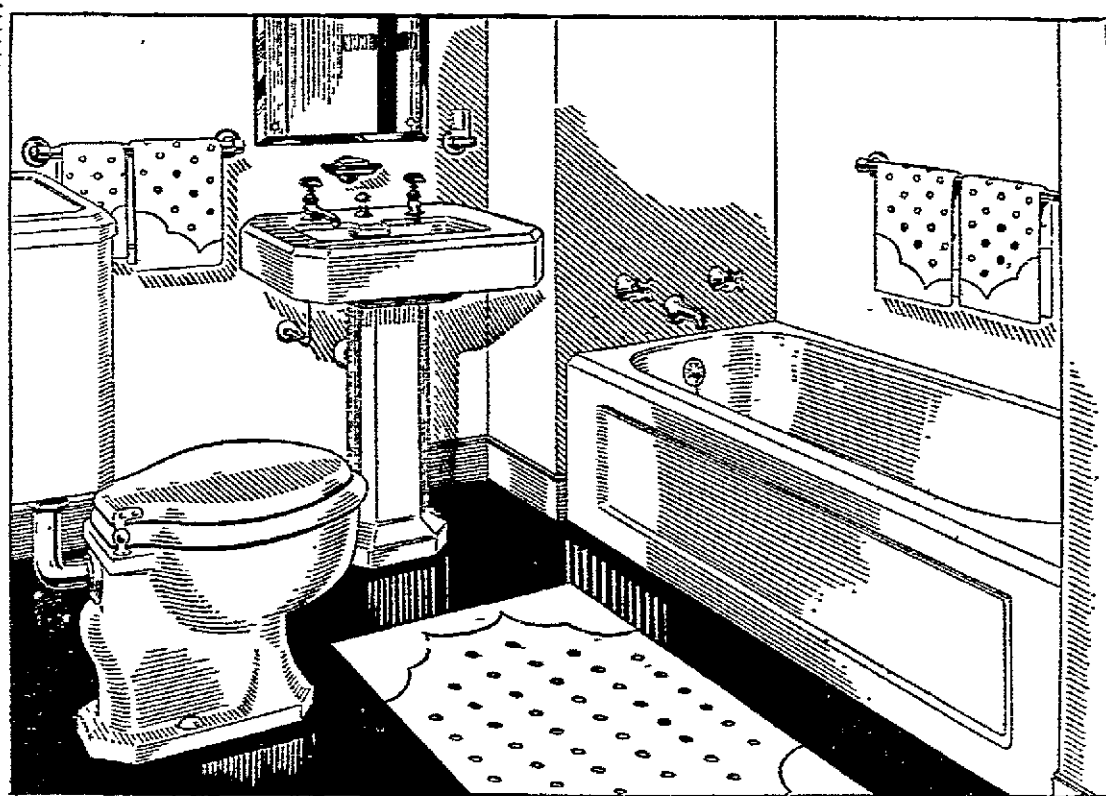
There is the fascination you ask about! Its pressure may kill men early; age them in a vast array of perils, the effort of a vast army of news-gathering agencies is brought to a climax. The edition is off! A few minutes later newsboys are rushing through the streets and the world is reading of its own doings almost before they are done.

The law is a great profession; medicine demands genius; religion, teaching, legislation, banking, trade, building, the sea, the forest, the farm, all have their claim to vast influence on the growth of the human mind. But the newspaper is the concentration, the culmination, the quintessence one might say the altar, of all the arts, the crafts, the profession, the hopes and the despair of the world.

Each day is like a rebirth to a new life. Truly there is nothing older than yesterday's newspaper—nor nothing younger and more promising than tomorrow's paper. If the newspaper profession, or journalism, as some politely term it, or the Fourth Estate, as those who would flatter call it, should ever adopt an emblem, a coat-of-arms, a flag, probably it could not do better than to tell its true story with the flag of our smallest state, Rhode Island, which bears on its field an anchor and the single word that keeps the old world moving and living—"Hope."

reasonably sure to find willing ears. But knowledge of modern happenings mainly depends upon the printed page. There is a constantly swelling volume of news, which grows with every increase in the range of human activities. The modern newspaper has been developed as the means for its transmission."

## Bathroom fixtures with Style and Harmony



KOHLER OF KOHLER

at prices lowest in 16 years

There are styles in bathroom fixtures, too. The newest and most modern idea is "Matched Beauty".

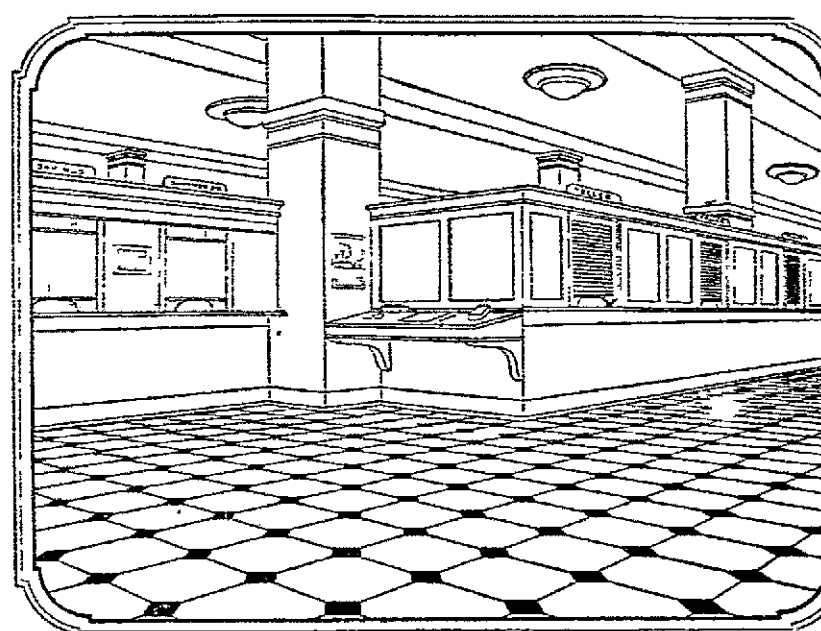
Each fixture in this "Metropolitan" set has its own beauty and utility, arising from straight lines, square corners, recess panels and roomy, flat surfaces. When used together, these fixtures have unity of design, giving distinction and character to the ensemble.

When you buy, insist on nationally-known, trade-marked Kohler plumbing, and be sure of quality. It has been maintained. With Kohler prices as reasonable as they are, why gamble with unknown, unmarked kind of doubtful quality that looks right now, but may mean trouble later. Kohler fixtures and fittings are sold by reliable plumbers. Kohler Co., Kohler, Wis.

THE POST-CRESCENT'S NEW BUILDING IS EQUIPPED WITH KOHLER PLUMBING FIXTURES AND FITTINGS THROUGHOUT

# KOHLER OF KOHLER

## The Ultimate Floor



EVERYWHERE Wright Rubber Tile is coming into greater use in public buildings, churches, banks and homes where good looking permanent floor is desired.

The large variety of colors in which it is manufactured makes possible a floor harmonizing with any interior decorating scheme and style of architecture.

Wright Rubber Tile is easily installed and in existing buildings a new sub-floor is not required.

A Wright Rubber Tile floor assures QUIETNESS, RESILIENCE, BEAUTIFUL COLOR, HARMONY, DURABILITY and EASY MAINTENANCE.

Address Dept. A. C. for detailed information.

Wright Rubber Products Co.  
Racine, Wisconsin

## A FEW WRIGHT RUBBER TILE USERS

### Government Installations

Federal Reserve Bank, Los Angeles, Calif.  
U. S. Veterans Hospital, Indianapolis, Ind.  
U. S. Veterans Hospital, Albuquerque, N. M.  
U. S. Veterans Hospital, Northport, L. I.  
Federal House of Detention, La Tuna, Texas  
U. S. Veterans Hospital, Waco, Texas  
U. S. Veterans Hospital, Boise, Idaho  
U. S. Veterans Hospital, Ft. Harrison, Mont.  
U. S. Veterans Hospital, Chillicothe, Ohio  
U. S. Veterans Hospital, Huntington, W. Va.  
Panama Canal Zone, Cristobal

### State Installations

State Teachers College, Flagstaff, Ariz.  
Peoria State Hospital, Peoria, Ill.  
Dixon State Hospital, Dixon, Ill.  
Eastern Illinois State Teachers College, Charleston, Ill.  
State Capitol Building, Springfield, Ill.  
Mt. Pleasant Hospital, Mt. Pleasant, Iowa  
State Receiving Hospital, Fergus Falls, Minn.  
University of Minnesota, Minneapolis, Minn.  
University of Illinois, Urbana, Ill.  
Ashland State Hospital, Ashland, P. State College, Brookings, S. Dak.  
Wisconsin Memorial Hospital, Farwell's Point, Wis.

### County Installations

Orthopedic Children's Hospital, Madison, Wis.  
State School for Dependent & Neglected Children, Sparta, Wis.  
State Office Building, Madison, Wis.  
County Hospital, Ft. Collins, Colo.  
Henry County Hospital, Newcastle, Ind.  
Boone County Hospital, Boone, Iowa  
County Court House, Muskogee, Okla.  
County Hospital, Gaffney, Wis.  
Waukesha County Court House, Waukesha, Wis.  
County Sanitarium, La Crosse, Wis.  
County General Hospital, Wauwatosa, Wis.  
County Court House, Racine, Wis.  
Sunny View Sanitarium, Winnebago, Wis.

### Municipal Installations

Phoenix City Hall, Phoenix, Arizona, Ariz.  
Evansville Public Library, Evansville, Indiana  
Sheboygan City Library, Sheboygan, Wis.  
City Hall, Anderson, Ind.  
City of Detroit Fire Stations, Detroit, Mich.  
Queensboro Library, Jamaica, N. Y.  
Capitol Hill High School, Oklahoma City, Okla.  
Waukesha Municipal Hospital, Waukesha, Wis.  
City Hall, Hartford, Wis.

### General Installations

80 Western Union Telegraph Offices  
Petroler Laboratory, Inc., Chicago, Ill.  
Cudahy Packing Company, Chicago  
Swift & Co., Chicago  
Delco-Remy Corporation, Anderson, Ind.  
N. W. Bell Telephone, Davenport, Iowa  
N. W. Bell Telephone, Cedar Rapids, Iowa  
S. W. Bell Telephone Co., St. Louis, Mo.  
Cadillac Show Room, Detroit, Mich.  
Administration Bldg., Chevrolet Motor Co., Flint, Mich.  
Ford Motor Co., Fordson, Minn.  
Ford Motor Co., Philadelphia, Pa.  
Ford Motor Co., Milwaukee, Wis.  
Public Health Building, Mexico City, Sumitomo Museum of Art, Tokyo, Mexico  
Bank of Mexico, Mexico City  
Japan  
Michigan Avenue Bridge, Chicago, Ill.  
Cedar-Biddle Bridge, Milwaukee, Wis.

# WRIGHT RUBBER TILE

Rubber Only Material That Withstands Tire Road Wear



# Long Step From Hand Press to Modern Giants

Even in Early Days Appleton Newspaper Pioneer-  
ed Modern Machinery

BY EDWARD P. HUMPHREY

The mechanical equipment of printing offices in the old days was very different from today. When I joined The Post in 1883, the paper, which then had 200 subscribers, was printed on a Campbell press which was run by a water motor. When presstime came someone always had to telephone down to the pumping station and ask for more pressure (amounting really to fire-pressure), in order to get enough power to turn the press. To get as much power as possible the water motor was located in the basement of the building, so that the pumps at the water works on the level of the river, would not have to pump against more head of water than necessary. The connection between the motor and the line-shaft on the second floor was by a rawhide rope, running in a vertical box through Bissing's shoe store on the main floor. This rawhide rope was temperamental, and not infrequently took a notion to run off the pulleys or actually break itself, and of course always at newspaper presstime or some other vital moment.

**An Unrepresented Bill**

I might say, now that it is so long ago, and the secret will harm no one, that the matter of this water power was the only case I know of in which The Post was to some extent at least, influenced by what our "Progressive" friends, nowadays like to call "the interests." For during all the years The Post used this water motor, I never knew of a bill being rendered by the water works, which was then a private corporation — and naturally if no bill was rendered, no payment could be expected, could it? This was before the great fight over the water works between Clarence Vennor, owner of the works, and the City of Appleton, which wished to acquire the plant, but I presume slight prickings of conscience, due to past relations, may have had a mollifying influence upon The Post's attitude when the fight did break. Thirty or forty years ago newspaper morality, along with morality in all other kinds of business, was on a low plane compared with today, but this is the only case of "bribery" (if one is justified in using such a harsh word), that ever came to my attention in connection with The Post.

**A Bit of Velvet**

Now that we are telling tales out of school I might repeat a story told me with a knowing grin by Robert Forrest, our old pressman, about the Campbell press. At the time I speak of the office was located over Bissing's shoe store, on the south side of College Avenue, near the Appleton street corner. Before this the office had been located almost directly across College Avenue, in a building where the Stevens' Block subsequently was erected. A fire occurred there, destroying the office, and the Campbell press fell from the second story into the basement. After such a fall as this my countrymen, it was not to be expected, least of all by so confiding a person as an insurance adjuster, that any value might still reside in the press, and no difficulty was experienced by The Post in collecting the full amount for which it was insured. It appeared, however, when the ruins were cleared up and the press exposed to view, that about all the damage to it was the melting of the babbitt from the bearing boxes and the adherence to it of a coat of dirt and cinders. So it was comparatively a simple and inexpensive matter to put the old Campbell on its feet again. When the office was reopened over Bissing's and correspondingly to chalk up another tally to the credit of the old saying that there is no great loss without some small gain!

**Incompatible Elements**

The only other cylinder press in the office in 1883 was a small Cranston job press, taking a sheet of paper 18 x 24 inches in size, and it was upon this press that the catalogue of the Appleton Manufacturing Co. and such other pamphlet work as came to The Post, was printed. This small Cranston was the first cylinder job press installed in Appleton, to which The Post was wont to point with considerable pride. Later on, when the paper moved into its new building in 1900, three new presses were installed, all Miehles, the largest of which for job printing purposes accommodated a sheet of paper 38 x 50 inches in size — more than four times the size of the Cranston. At the time this new equipment was installed, it was a question in my mind if it would not be better to give up the job printing department entirely and concentrate all efforts on the newspaper. I talked about it one day with Col. John Hicks of the Oshkosh Northwestern, and he strongly advised such a course, saying he had effected just such a divorce in his own case, with mutual benefit to the parties concerned, the Northwestern and Castle Printing Co. However, the feeling between the Reids and Col. Hicks was such that anything the colonel recommended would be sufficient for the Reids to reject, and anyhow it took more courage than The Post seemed to possess to break away from the status quo, so the job department was continued. Where a newspaper and a job printing department are maintained together there is always a certain conflict between the two. Part of the equipment must be used in common and there is a struggle as to which shall use this equipment, between the newspaper and the job department. The newspaper department may come out on time, and the job department may have been "promised" for specific early delivery. And what applies to the equipment also applies to the workmen themselves. Sometimes a plethora of advertisements come in and demand is made by the sponsors of the newspaper that the job department help in "setting" them. Then next day it may be the other

Turn to page 10 col. 8

## Entrance to Editorial Rooms



This marble floored lobby at the head of the stairs on the second floor, leads directly into the editorial department of the Post-Crescent. Doors lead to the library, composing room, women's lounge and office of managing editor. A marble topped counter separates the lobby from the news room.

## Combine Beauty And Utility in Newspaper Plant

Comfort, Convenience and Efficiency Embodied In New Building

Continued from page 2

of polished steel, and is framed by a molded casing of Walnut. A walnut clock face with aluminum figures and hands surmounts the vault door.

All doors opening out of the main office are of flush panel type with hand carved ornamental inserts against a light background. The window stools are of verde antique marble, and the windows are all equipped with Venetian blinds of light wood, which are adjustable to any angle but do not actually shut out the light. The blinds, colored to match both the exterior and interior walls, were manufactured by the Hough Shade corporation at Janesville.

The office of the general manager and the directors' room, both to the west of the main lobby, are two of the most beautifully appointed rooms in the entire building. Both are paneled in walnut, are heavily carpeted in blue, and have gold hangings at the windows. In the general manager's office the grain of the wood runs horizontally rather than vertically, and light and dark shades alternate. In the conference room the walnut panels, which vary from 12 to 20 inches in width, are joined with beaded strips.

**Beautiful Ceiling**

The ceiling of the general manager's office is of plaster, a rich brown stippled over silver leaf, with an ornamental cornice showing blues and reds. The single lighting fixture is of the same design as those in the lobby; there is the same type of aluminum grill concealing the humidifier, and the same kind of marble window stools. The walnut desk has bronze and leather appointments, the chairs are walnut and blue leather, and on the east wall there is an orange leather settee with a tapestry hanging in the alcove back of it. There is a concealed shelf for books on the west wall. The furniture in this and the conference room was bought from Sylvester and Nielsen, Inc., and the hangings, carpeting and tapestry came from John R. Diderich, interior decorator.

The lavatory room off the passageway between this office and the conference room has a floor and wainscoting of red and black squared Ceramic tile, manufactured by the Mosaic Tile company of Zanesville, Ohio. The ceiling is an ornamental plaster of red stipple over silver leaf, and the fixtures are of ivory with chromium fittings. Chromium finish is used in the frame of the mirror, the wall bracket lights, and the towel rack. There is a flush indirect light on the ceiling, and two bracket lamps on either side of the mirror. On the other side of the passageway, which is done completely in walnut, there is a coat closet.

The orange leather furniture of the directors' room harmonizes beautifully with the blue carpeting and the deep brown of the walnut walls and the highly polished conference table of solid walnut. A large light of special design furnishes the semi-indirect lighting, and a special ventilating system made by the Herman Nelson corporation of Moline, Ill., keeps the air pure and at the right temperature at all times. The ceiling in this room is of cream plaster.

**Rubber Tile Floors**

The doors which open into these two rooms, and the rooms to the north of the business office, are of solid walnut, with hand-carved inserts. The hardware throughout the building, which is of dull nickel with a dark gray lacquer, recalls the metal decorations used. The hardware was bought from the Galpin Hardware company. Wrightex Tiles, a rubber product, laid on concrete, are used for the floor of the business office, the advertising and conference rooms and the passageway from the business office to the pressroom, on the first floor, the library, managing editor's office, ladies' room, and editorial room, on the second floor. The flooring, a mottled brown with a black border, was furnished and

laid by the Wright Rubber Products company of Racine.

The walls of the advertising layout room and the small conference room north of the business office are of cream plaster. The lighting fixtures in the former are the same as those in the lobby, while the one in the conference room is a round, flat fixture which furnishes indirect light.

In the passageway between the business office and the pressroom there is a communicating door where carrier monies are collected, a cloak room for the employees of the business and advertising offices, and a drinking fountain.

The opening to the stairway is arched by a carved panel, and on either side a long, slender lamp is hung. The brackets are of bronze dull nickel finish, and the glass is white. These lamps, the eight hanging chandeliers of frosted glass which throw a diffused light over the main office, and all other lights in the building, were secured from the Curtis Lighting company, Inc., Chicago, and installed by Art-Killoren Electric company.

The steps of the stairway are of Tennessee marble, as are the floors of the mezzanine landing and the upstairs lobby. The risers of the stairway and the base are of verde antique, and the rail is of aluminum. The staircase walls are a continuation of the walnut walls of the lobby. A large window, with a deep marble stool and an

aluminum rail, gives a pleasing appearance to the mezzanine landing. Off this landing are a janitor's closet and a men's room, with floor and wainscoting of green tile, and walls and ceilings to harmonize.

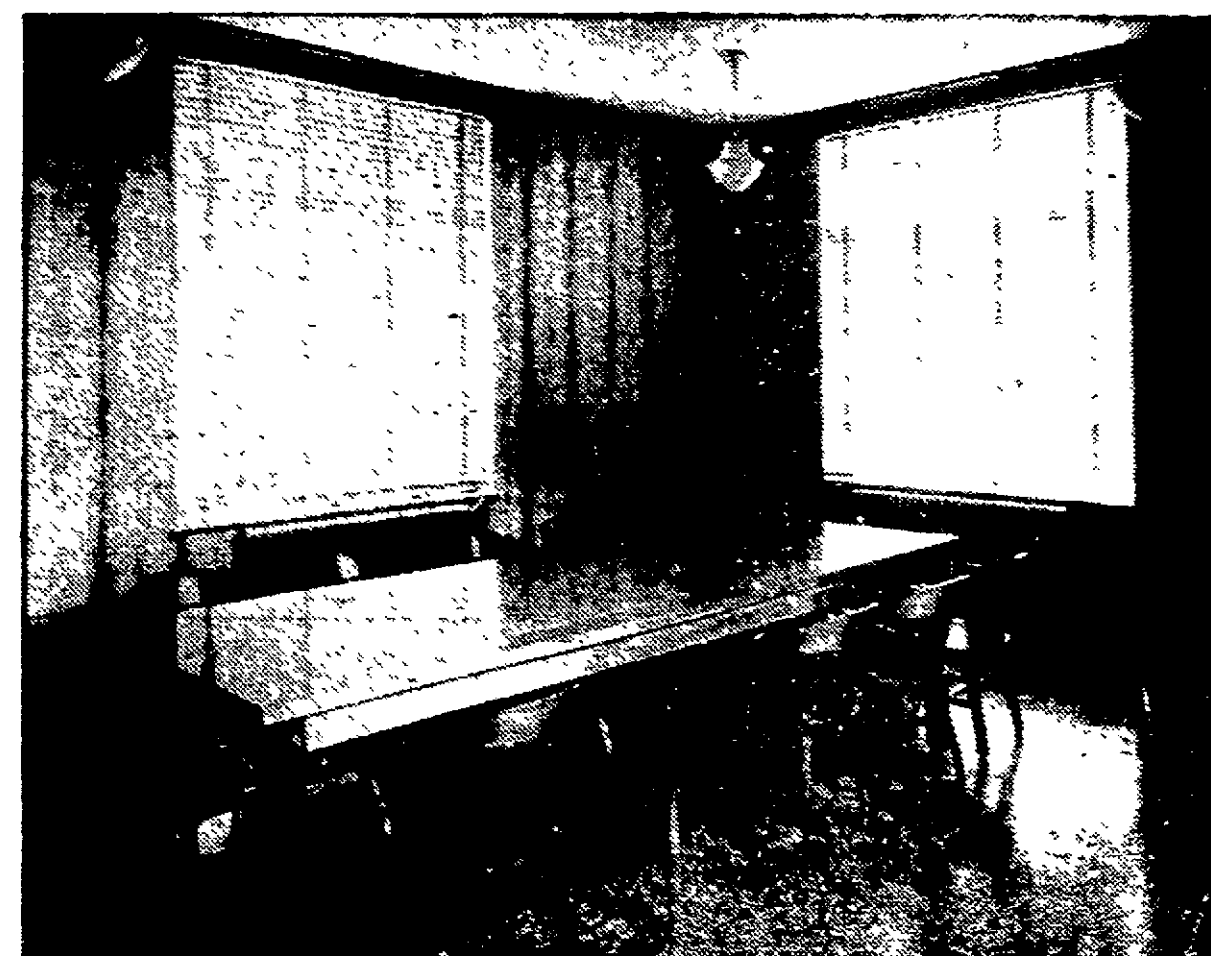
**Walnut Wainscoting**

The walnut wainscoting of the stairway continues around the upstairs lobby, at a height of 36 inches. Doors out of the lobby are of walnut, and there is a walnut marble-topped counter across the east end of the lobby, with a swinging wood gate connecting the editorial room with the lobby. The floor is of marble tiles, the walls are cream plaster, and there is a simple molded cornice at the ceiling. In front of the large window on the north wall is a red leather settee, and a drinking fountain, colored to harmonize with the lobby. A large frosted lighting fixture hangs from the ceiling on a dull nickel finish fixture.

To the left of the stairway is the women's lounge, which is decorated with wallpaper in an effective combination of pink, green and silver. The ceiling is of plaster, and the davenport and chairs are of maple with light green cushions. The furniture in this room came from the Wichmann Furniture company.

The lavatory room has a brown and tan small-figured tile floor, light tile wainscoting, and light

Turn to Page 10, Col 4



# the art of the Interior Decorator

is admirably demonstrated in the Post-Crescent Building

Throughout the entire expanse of the new Post-Crescent building is ably demonstrated architectural originality and skill, the work of many craftsmen, the use of splendid, high-quality materials.

Accompanying all this, is the art of the interior decorator, brought into play in so many parts of this notable new structure.

It has been the primary ideal of the interior decorator to give to this building a beauty, an atmosphere of quiet good taste and an individuality which can only come as the result of experience and an innate understanding of what is correct.

If we, in our work as interior decorators, have succeeded in accomplishing this aim, then we are more than satisfied. May the atmosphere which we have helped to create help the men and women who work in these surroundings to produce an even finer newspaper.

## Federated Metals Corporation

Extends best wishes to the Appleton Post-Crescent

and to

those associated with the APPLETON POST-CRESCENT, whose character, honesty and untiring service is responsible for building this paper and its new home — a fitting monument to the people of Appleton.

That every issue of the APPLETON POST-CRESCENT for a period of over 20 years has been published from FEDERATED Combination Metal is gratifying indeed — a testimonial that affords us deep satisfaction.

We predict for the APPLETON POST-CRESCENT unbounded success in its beautiful new home and we congratulate the City of Appleton upon the calibre, sincerity and accomplishment of those associated with the POST-CRESCENT.

## Federated Metals Corporation

604 W. 41st St., Chicago, Ill.

Branches in principal cities throughout the world.

# John L. Kitslaar

## INTERIOR DECORATOR

Painting  
Decorating  
Wallpaper

932 E. Mason St.  
GREEN BAY, WIS.

Adams 2383

Church Decoration  
Ecclesiastical Painting  
Church Illuminating



## Experts Ready To Help Write Merchants' Ads

### Large Staff of Advertising Men Functions to Assist Advertisers

The advertising department of the Appleton Post-Crescent is set up and functions as a modern advertising agency which stresses creative assistance to advertisers as well as the more mechanical side of the salesmanship.

National advertising, known to newspapermen as foreign advertising, and classified advertising are handled in departments independent of the local display group with Ralph Gee, advertising manager since 1920, in general supervision over all three departments. National advertising has always been a part of the general department, which in recent years has been developed as an independent department under the management of Glenn Arthur. S. B. Rindal is the classified advertising manager.

In the belief that newspaper advertising is a succession of show windows on paper in which merchants can tell their story throughout the year, newspaper advertising has become more than the soliciting of former days.

Must Know Merchandise  
In former days, ad men completed their work when they sold advertising space and called for the advertisements when they were ready to run in the paper. Today, in the modern advertising office, each of the four display solicitors of the Appleton Post-Crescent staff are not only expert in ad layouts but they keep well read on merchandising problems and current store problems as a part of their jobs. They must keep active with ideas and be able to advise merchants on seasonal merchandise, know what merchandise to advertise, and when and how to advertise it to make the advertisement effective.

A full time copy writer and layout man is maintained by the newspaper as a special service to any advertiser whether he uses a small or a full page ad or a complete yearly campaign. This work is a free service to advertisers in the newspaper.

The service room, directly back of the main office, is completely equipped with convenient files of Meyer Both and Metro general cut services for use of advertisers. These are the largest and most complete services in the country and carry copy and illustrations for practically every type of merchandise, professional service and artistic trades. Proof sheets, illustrations, mat forms of ad pictures are systematically filed where they can be found in a very few minutes.

The personnel of the advertising department includes Mr. Gee, advertising manager; Harry Leith, Royall La Rose, Everett Davis, solicitors; John Ash, layout artist and copy writer; Bertram Rindal, classified advertising manager; Miss Ruth Ashman, classified ad-taker; Glenn Arthur, national advertising manager; Miss Agnes Elias, national advertising assistant.

## 35,000 Feet of Wire in Building

### Electrical Installation Permits of Large Expansion in Future

Thirty-five thousand feet of wire and 10,000 feet of conduit constitute the electric wiring system in the new home of the Appleton Post-Crescent, a system that is designed to permit a 50 per cent expansion. At the same time the system is so flexible that it permits any kind of electrical hookup in any room of the building with no change in conduit.

The entire electrical system complies with the provisions of the Wisconsin Electrical code.

All lighting fixtures in the main lobby and advertising, circulation and business offices on the first floor and in the corridors on the second floor are specially designed for the building. Several of the country's leading engineers in this field submitted sketches, and the design of the Curtis Lighting Corp., Chicago, was selected.

Modernistic Design  
These lighting fixtures are of a modernistic design, thoroughly practical and as beautiful as they are efficient. Lighting is by the semi-indirect method, with most of the light thrown against the ceiling and diffused about the room so as to eliminate shadows.

Lights in the library and editorial departments have been scientifically developed to give the greatest amount of light and at the same time eliminate glare. They are of the semi-indirect type, containing.

Illumination without glare is provided by reflector-refractor lights in the composing and stereotyping rooms. These lights are designed to eliminate shadows and at the same time to concentrate the brightest rays where they are needed most.

Two bracket lamps, specially designed to harmonize with the general architectural scheme of the building, adorn the main entrance. They are cylindrical in shape, with solid bronze fittings finished in aluminum-silver.

A system of dual control signal lights enables the editorial department and the composing room to know at all times just how much "copy" there is available for the linotype machines. This signal system consists of four different colored lights, each light designating some particular type of copy.

An arrangement of conduit in the floors makes it possible to provide lighting or signal systems for desks placed anywhere in any room.

Electric current enters the building through a main power service and then passes through a main power control switch board or a main control cabinet. This cabinet controls power for the two presses

## Advertising Staff of the Post-Crescent



S. B. RINDAL  
Classified Manager



EVERETT L. DAVIS  
Advertising Solicitor



JOHN P. ASH  
Layout Artist



HARRY B. LEITH  
Asst. Ad. Manager



RALPH GEE, Advertising Manager



ROYALL J. LAROSE  
Advertising Solicitor



RUTH ASHMAN  
Ad-taker



GLENN H. ARTHUR  
Natl. Ad. Manager



AGNES ELIAS  
Assistant

The advertising staff of the Appleton Post-Crescent pictured above is organized to function as an advertising agency to assist advertisers in every possible way. The staff includes layout artists and others expert in merchandising. Ralph Gee is manager of the department.

## Rivals Smeared Pens With Venom

### Post and Crescent Editors Used Strong Words Against Each Other

Continued from page 4

editorials for that paper on the assessment question to sign his name thereto. Of course every person of average intelligence ought to be able to see through the small tricks which he employs in his consideration of the subject but with the name of the writer appended to his effusions the public would be better able to comprehend the motive underlying his labors and thus they would prove more than otherwise in vain. . . . The Post is not . . . sneering . . . at least when it has to do with such an opponent as the Crescent writer who is more of a humbug on paper than Sir John Falstaff ever thought of being as a warrior."

The Crescent hits back: "The author of the articles in the Post, some time since, assured the public he would keep his temper, but the drubbing he has received for his

and the boiler room, a second controls the stereotyping room and the third controls the composing room. Thus it is possible to shut off the power to any one of these units without affecting any of the others.

Another line leads from the main power control board to a transformer which "steps down" the voltage for lighting purposes. From the transformer the line leads to another main switch board which controls the lighting of the entire building. The lighting system is divided into five circuits, each of which is controlled by a wall panel. Thus it is possible to make changes in any of the circuits without affecting the others.

CONSTANT SEARCH  
LADY: What caused you to be a tramp?

BUM: The family physician, ma'am.

LADY: But how could he have brought that about?

BUM: Years ago he advised me to take long walks after my meals, and I've been walkin' after 'em ever since.—Answers.

## the New Home of the Post-Crescent,

A beautiful and enduring monument to the enterprise of the owners . . .

## the New Post Office Building,

A monument to the citizens and government of this nation . . .

both---

a tribute to the careful and efficient workmanship of the members of the

## Building Trades Alliance of Appleton

## Advertiser and Customer Benefit From Advertising

### And it Pays for Itself, Utility Company Business Manager Says

"No one pays for advertising. It pays for itself," was the theme of a paper read at a meeting of the Davenport Ad club by the manager of the business department of the People's Light company of that city. The speaker said in part:

"The prices of advertised goods are known to everyone, so that dealers do not, as a rule, sell for more than the advertised price. But the price of non-advertised goods, not being generally known, can be marked as high as any dealer may choose, or as the demand warrants. The public pays the bill. Hence, the advertising goods give the public full value and at less cost as they can be bought at the advertised price."

"The event of the advertised trade mark, a positive method of identification, meant that the customers could know the merits of the goods advertised. Trade marked merchandise has become to be known as good merchandise and worthy of the public confidence. The wide sale of these articles eliminates the necessity of the buyer taking a chance on some unknown article. He is assured of good quality by the advertised trade mark, and by his reading the advertisement, he can designate between the good and not so good. These lean towards a benefit to the customer created by advertising."

Creates a Consumer Demand  
"By the development of buyer demand for a specified article, together with quicker turnovers and increased profits, advertising pays its own way."

"From the standpoint of the manufacturer, advertising creates a con-

sumer demand. To supply this demand he is forced to produce more of a certain product or products. This brings to him the reduced manufacturing costs per article made, which always follows increased production. He further buys his material in larger quantities, due to his increased output, and effects a further saving. These savings should be credited in a great measure to his advertising. The increase in his business is also a spur to the above results in his buying a product at less cost and of a better quality, which when sold adds to the prestige of his store. Furthermore, the advertising done by the maker, together with that done by the dealer himself, enables him to do a much larger volume of business on almost the same overhead."

Product Moves Much Faster  
"It also means that due to the customer's demanding a certain article about which advertising has educated him and created the desire to buy, it requires much less sales effort and time to complete the transaction. This saves to both the dealer and the customer, and is due to advertising. In view of the fact that the price is advertised and the volume of sales larger and the turn-over faster, adds to his ambition and to his pride, to the end that in most cases he will use a better material and turn out a better product; this benefiting all three who come into the transaction—the manufacturer, the dealer and the consumer."

"From the standpoint of the dealer, customer gets a better product at less cost, which saving should be credited to the advertising of the product."

"An advertising product moves much faster, leaving a smaller number on hand at the end of a season, which means the dealer does not have to sacrifice his profits on these articles as he would have to if it were necessary to have a 'clearance sale' to close them."

"The turn-over of advertised goods alone pays the dealer for all of his advertising and permits him to sell at a closer margin of profit which benefits the customer directly financially. It is much better to

## New Form of Insurance Protects Car Drivers

A new form of accident insurance policy, guaranteeing the holder against the consequences of the damage he may inflict upon others, is being issued in Paris. Parisian drivers are notoriously reckless, and they look upon this method of protecting themselves at a small cost as a good thing. The scheme robs the running down of pedestrians on the streets of half its terrors for the cabbies and drivers, but doubles the danger for the unfortunate pedestrian. This may account in part for the news that Paris pedestrians have threatened to arm themselves with revolvers as a protection against the automobile vehicles. (Crescent, Aug. 9, 1928.)

## Tosses Broken Leg Through His Window

Joe Brill, one of our city huckmen, in jumping down from his hack yesterday, broke his leg. With the characteristic "don't-care-iveness" of his profession, he picked up the broken and wounded member, tossed it through the window of his vehicle, and drove off. Needless to say it was a wooden leg. (Post, Sept. 23, 1925.)

sell at a margin of 20 per cent profit and due to advertising turn this over five times a year, than to sell at a margin of 25 per cent profit and only turn the stock three times per year.

"Without considering the foregoing financial reasons why advertising pays its own way, we must concede that the time saved to all of us, from the manufacturer in selling to the dealer in buying and then in turn to the customer, through the fact that advertised articles are known and of a known quality and price, more than makes up the expense we go to in advertising these same articles."

## Post-Crescent Installs BLOX-ON-END

### THE LIFE-TIME FLOOR



BLOXONEND — the genuine strip block flooring — has been installed throughout the mechanical departments of the fine, new Post-Crescent Building. This material is widely used for factory floors. Millions of feet have been laid in publishing plants, factories, machine shops, bakeries and paper and pulp mills. The huge finishing room of the Appleton Coated Paper Company has been floored with 25,000 sq. ft. of this material.

BLOXONEND is long-lived because the tough end-grain fibres of the wood form its surface. It is furnished in built-up 8 ft. lengths which are joined on the job with heavy wood splines, insuring lasting smoothness. The floor presents a bright, clean appearance and is responsible for a degree of foot comfort that is highly appreciated by employees. Extensively used also in gymnasiums and school shops because its end-grain construction eliminates the hazard of splinters.

Ask for Free Descriptive Booklet

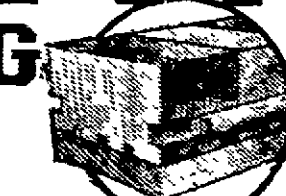
CARTER BLOXONEND FLOORING CO.

GENERAL OFFICE — KANSAS CITY MO.

CHICAGO OFFICE — 332 S. MICH. AVE.

## BLOX-ON-END FLOORING

Bloxonend is made of Southern Pine with the tough end grain up. It comes in 8 ft. lengths with the blocks dovetailed endwise onto baseboards.



Lays Smooth  
Stays Smooth





GENERAL OFFICE

*Again Sylvester & Nielsen, Inc. is chosen to furnish one of the Valley's greatest offices,*

*the new Post-Crescent building*

Complete throughout, with Art-Metal desks and filing equipment, aluminum chairs, Stow-Davis wood furniture...



GENERAL MANAGER'S OFFICE

For years, Sylvester & Nielsen, Inc. has been called upon by leading firms and professional men throughout the central Fox River Valley to turn office space into offices. The success of the equipment we have installed — Art Metal, except where wood furniture was required — has built and maintained our business since it was first established.

Our most recent achievements are to be seen in the beautiful new Post-Crescent building, whose tables, desks, chairs and filing equipment throughout we provided. In every department is found Art Metal desks and filing equipment, and aluminum chairs, all from this firm. In the general manager's superb office and the directors' beautiful room, as well as the library, are examples of the finest products of Stow-Davis wood furniture, supplied also by us.

That the equipment and furniture we have furnished may serve the Post-Crescent adequately and increase its daily efficiency — this is our wish on the event of its opening.

**Departments Furnished by Sylvester & Nielsen:-**

1. General Manager's office.
2. Directors' Room.
3. Secretary's office — Art Metal desk, files and chairs.
4. General office — Art Metal desks, counters and chairs.
5. Bookkeeping department — Art Metal desks, counters, chairs, vault, shelving and filing equipment.
6. Editorial department — Art Metal desks and files.
7. Advertising department — Art Metal desks, files, chairs, etc.
8. Conference room.

**SYLVESTER & NIELSEN, INC.**  
**OFFICE FURNITURE . . . OFFICE SUPPLIES**  
 209 E. COLLEGE AVENUE APPLETON



# Leased Wires Bring 52,000 Words Daily

News Service of Associated  
Press Covers Whole  
Civilized World

By V. W. Zierke  
Every day the Appleton Post-Crescent receives approximately 52,000 words of state, national, foreign and financial news events over the leased wires of the Associated Press. This news in effect is a day-by-day chronological history of the world, gathered by tens of thousands of reporters.

From this vast amount of copy the more important dispatches are selected for publication, the amount differing to conform with space limitations.

Two teleprinters which, apart from motors and other necessary mechanical equipment, have much the appearance of typewriters, type news at the rate of about 60 words per minute, or 120 words a minute for both. A third teleprinter is kept in reserve against possible mechanical difficulties with either of the other machines.

**Clearing House**  
The Milwaukee bureau of the Associated Press acts as a clearing house for the Post-Crescent and other newspapers in eastern and central Wisconsin, taking news from correspondents and other bureaus and sending it over the Appleton wires.

The automatic printers are interesting labor-saving devices built somewhat like a typewriter. The operator at a distant point, by depressing a key causes a corresponding type bar hundreds of miles away to register the required letters on a wide page of paper, at the rate of 60 words a minute. This, of course, has manifest advantage in speed and in making the copy easier to handle on the editor's desk.

Attached to each printer is a roll of paper 8 1/2 inches wide and large enough to last for nearly a week. As copy is required it is cut off from the machine, edited and headed, and sent to the composing room where it is put into type.

The teleprinters along with the leased wires are owned by the Wisconsin Telephone Co., and an expert from that company is charged with the responsibility of keeping them in running order at all times.

The Post-Crescent became a member of the Associated Press on May 1922. Previously it had used United Press association news dispatches. The later service had been used by the Appleton Post since Jan. 6, 1919. At about the same time the Appleton Crescent began publishing International News Service dispatches.

**Had Morse Operator**  
Before the Post-Crescent began using teleprinters, on Nov. 14, 1927, it had the services of a Morse operator, who "read" dots and dashes. The machine printed on an average of 16,000 words daily, an increase of from 15 to 25 per cent over the Morse operator. The two present high-speed printers replaced the first machine on April 29, 1929.

The Associated Press applies the co-operative principle to news-gathering and distributing. It is incorporated in New York for that purpose under the Membership Corporation act, and is not permitted to sell its news or to make any profits.

Its efforts, therefore, are confined solely to its membership but, inasmuch as this comprises nearly 1,300 newspapers throughout North and South America, its scope is wide and its daily news service is read by many millions.

Because its member newspapers embrace every shade of political affiliation, religious belief and economic theory, its news reports are kept free from bias or partisanship and must give a true picture of the daily lives of people of the world, upon which newspaper readers may form their own opinions and draw their own conclusions.

The name The Associated Press was first adopted 80 years ago when in 1852, a group of New York newspapers banded together under that name for news gathering. In unbroken sequence, but with some material changes in methods and form of organization, the association there formed has continued in its function of keeping the people advised of what goes on throughout the world.

## Collecting the News

In one day's news product of the Associated Press there recently appeared no less than 200 names of different places in the world to which something of news interest attached, and these exclusive of centers of population in the United States. That will give some idea of the wide range of news coverage enjoyed by the organization.

There is scarcely a town, village or hamlet on the habitable globe where there is not some one who either directly or indirectly performs the functions of a news gatherer for its benefit.

This force is constantly being added to as civilization pushes forward or new alignments of older civilization are made. An aviator flies across the pole. At once the name of a previously unheard of outpost appears in the news, put there by an AP news dispatch from one of its correspondents.

Old barriers are broken down in China as the result of internal strife, and lists of unpronounceable names newly appear in the headlines. Again the AP!

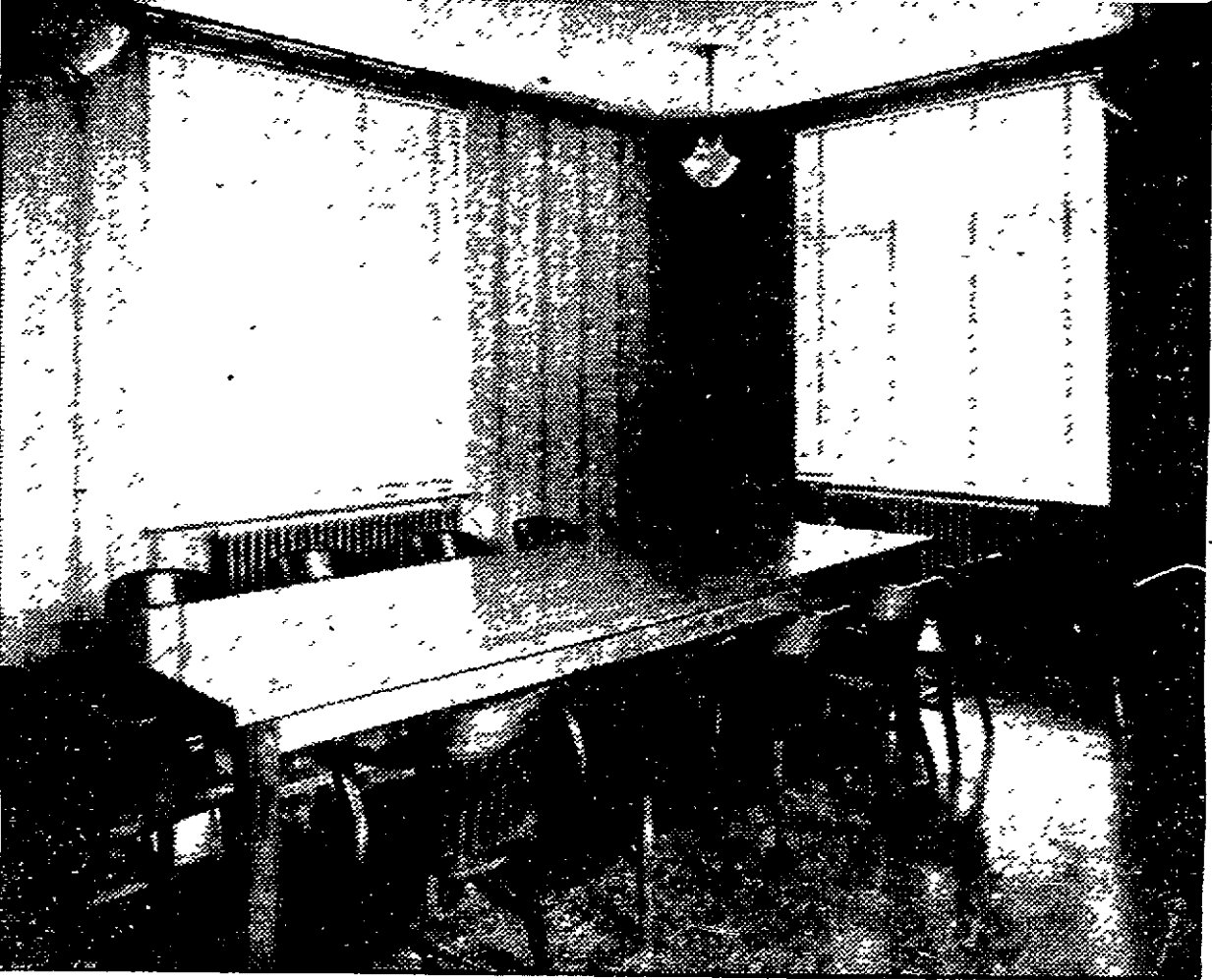
A scientific expedition goes to a remote spot in the Pacific to observe an astronomical phenomenon, or an anthropological adventurer scours the Gobi desert for ancient evidence of prehistoric inhabitants, and once again the always present AP man describes the results for your delectation.

Regardless of hardships, despite obstacles that may seem insurmountable, his task carries him on, the insatiable maw of the press must be fed.

This tremendous force is accounted for in a number of ways, which are here outlined:

By Direct Staff  
Throughout the United States and its insular possessions, bureaus are established, functioning direct-

## Where News of the World is Written and Edited



Editors and reporters of the Appleton Post-Crescent work in the large and comfortable room pictured above. Desks are provided for eight reporters and for the city editor and telegraph editor. In the left hand corner is shown the sound-proof room housing the Associated Press telegraph-printers over which news of the outside world is received.

At the left is shown the beautiful library, with its long walnut table around which staff conferences are held. Files of the Appleton Post and the Post-Crescent are kept in this room.

ly under the supervision of the general manager. There are approximately sixty such bureaus, in each of which the news gathering staff varies from a single writer to as many as 50 in the large centers of news activity.

In all of the principal capitals of Europe, Asia and South America, similar bureaus are maintained, staffed with one man bureaus at Warsaw and Constantinople to the larger bureaus of London and Paris, with 10 staff men each.

These bureaus also have individual correspondents scattered through the less important cities of the countries who report directly to the bureaus which act as a clearing station in forwarding the news to the United States. For example, bureaus are located at Peking and Shanghai in China and numerous

correspondents, or string men, scattered throughout the length and breadth of the great Chinese republic who send news as it may occur to the staff-manned bureaus for clearance.

**Staffs of Member Papers**  
The newspapers, over 1,200 in number, composing the membership of the Associated Press, are obligated to give to that organization exclusively the news they gather in their city and surrounding news territory. Many of them go beyond the letter of their obligation and freely supply not only the product of the local staff, but the news furnished by a great corps of correspondents who report by wire, telephone or mail. The staffs of the individual newspaper

Turn to page 11 col 1

## Long Stride to Modern Presses

Continued from page 7

way about, and the job department may insist that it must have help from the newspaper side. Not only does acrimony result but both newspaper and job printing department suffer, and the paper and jobs are "late," which is a capital offense in the publishing and printing business. When the present ownership of The Post-Crescent took hold, it wisely confined its activities to the combined newspapers and let their respective job departments slide.

The Post had the distinction of

## Combine Beauty And Utility in Newspaper Plant

Comfort, Convenience and  
Efficiency Embodied  
In New Building

Continued from page 7

green plaster walls. There are two lavatories, two mirrors, and two toilet compartments. All tile in the building was furnished by the Twin City Tile and Marble company of Minneapolis.

**Large Library**  
On the right of the stairway is the library, a large room with the north wall devoted entirely to shelves for newspaper files and books. The walls are plaster, with a special stencil of striped design in green and red. The wood trim is of Philippine mahogany, and the long table and 12 chairs are of walnut. There are four lighting fixtures of the style used in the editorial room. This room is to be used for conferences and small public meetings.

Next to the library is the managing editor's room, fitted quite like the library, except that the walls are light green plaster and the ceiling is finished off with a striped border instead of a wood cornice. The desks and office equipment are of gunmetal finish.

East of the lobby is the large, well lighted editorial room. Three large windows which occupy almost the entire south wall and one window on the east wall furnish all necessary light during the day, and at night 12 lighting fixtures which hang from the ceiling supply a diffused light that adequately illuminates the entire room. The walls and ceiling are of cream plaster, the baseboards of Philippine mahogany, and the win-

case of trouble, so far away. At that time, about 1905, the Mergenthaler salesman in the district comprising Appleton, was a man of very fine personality, inspiring respect and confidence, and his assurances that all would be well finally prevailed. He recommended that The Post send a man to a school maintained in Brooklyn, New York, by the Mergenthaler company, to teach the operation and servicing of the linotype, and The Post picked out George J. Stansbury as a likely candidate for this responsibility. The event proved its wisdom. George went to Brooklyn for a few weeks, and when he came back could not only run the linotype and keep it in running condition, but without assistance he set it up in the first place on the composing room floor. Thereafter I do not recall that the machine was ever out of commission for more than a few hours at a time, thus confirming the statements of the Mergenthaler salesman.

**Steel Floor**  
The stereotype room, another room full of black, steaming machinery adjoins the composing room. The floor under the metal pot, scorching box, and other equipment is covered by a large steel plate, and a large exhaust fan draws the fumes from the metal pot to the outdoors. The stereotype room is finished much like the composing room.

An open steel stairway takes one to the penthouse and the roof. Elevator machinery is housed in the penthouse, and on the rear mezzanine the press controls are located. Off the mezzanine is the locker and toilet room for men of the mechanical department. The walls are of glazed brick and the floor is concrete. The room contains 41 lockers, three showers, with steel partitions, and a Bradley

dow stools of red marble. Filing cases are placed against the west wall, and there are four sets of double and two single metal desks for the editorial staff. The air is conditioned through a grill on the north wall.

Separated from the editorial room by a soundproof partition in the northwest corner is the wire room with its three telegraph printers, over which the national, international and state news is brought to the paper. The walls of this room are equipped with acoustical tile to deaden the pounding noise made by the three machines. There is one large window in this room.

**Huge Composing Room**  
The composing room, which takes up a large part of the second floor, is an immense well-lighted, well-ventilated room full of machinery. Linotypes, makeup tables, and type cases. The east and west wall spaces are practically all window, and skylights set in monitors afford north light. The walls are of salt-glazed brick, made by the Stark Brick company of Canton, Ohio, and the ceiling is cream plaster. The end grain of the Blox-on-end floor presents an unusual appearance. This flooring, one of the most durable manufactured, was made and installed by the Carter Blox-on-end Floor company of Chicago.

The room is heated and ventilated through wall radiators and two Univent heaters which draw fresh air from the outside, warm it and dispense it. Radiators in the skylight monitors warm the air at these points and reduce the condensation. There is an especially devised system of trenches in the floor concealing the piping for hot water, making the pipes easily accessible through the removal of steel plates. The fumes from the machines are drawn to the outside through a system of metal ducts and an exhaust fan. There is a steel angle base around the walls at the floor in the pressroom and stereotype room. A Frigidaire water fountain, bought from Quinan Brothers, supplies cooled water for the employees of the entire upstairs. Cooled water also is piped down to a bubbler in the passageway between the business office and the pressroom. In one corner of the composing room is a glass and metal partition where the proof-readers work, shut off from the noise of the machines.

**Humidifying Apparatus**  
The basement, the main storage room of the building, has concrete floor and walls. The main room houses the humidifying apparatus, and the 588-gallon ink tank which, through a special circulating pump sends ink to the presses on the first floor. The humidifying system was manufactured by the Doherty Brehm company of Chicago, and was installed by the Schlafer Hardware company, the J. A. Engel Heating company, Ryan and Long, and Art-Killoren. Off the main room are the coal and ash rooms, and the boiler room, with its Kewanee boiler, installed by the J. A. Engel Heating company, and its Auburn Hydraulic Ram Stoker bought from the J. A. Engel Heating company.

All plastering in the building was done by Herman Ladwig and John De Groot for the Tapager Construction company, which had the general contract for the building. The decorating in the first and second floor lobbies, the library and women's lounge is the work of John Kistlar of Green Bay, and the ballroom of the penthouse and the floor in the building was done by William Nehls.

wash fountain around which about a dozen men can wash at the same time. All plumbing fixtures in the building were made at Kohler and installed by Ryan and Long. There is a storage room off the south side of the mezzanine.

**Where Presses Roar**  
Down another steel stairway in the rear and one hears the roaring presses. The pressroom, as the composing room, has glazed brick walls, and a Blox-on-end floor. The two press pits are insulated with cork so the vibration of the presses will not be carried to the rest of the building. The presses rest on concrete bases.

Through three large windows opening on the east the public can view the operation of the fast-moving presses. On the west side doors open into the mailing and carrier rooms. The carriers are served from the press room through two steel windows.

There is a garage for trucks and cars in the wing in the northwest corner of the building. Heated and ventilated, this garage has three Barber-Colman overhead doors which roll up to the ceiling on tracks. The floor is concrete.

The fire door between the garage and the building and the 78-foot cyclone safeguard fence on the west end of the Post-Crescent property, were installed by the Schlafer Hardware company.

East of the garage is a steel canopied loading platform with direct access to the Rosenberg freight elevator, purchased from the Rosenberg Elevator company, Milwaukee, as were the plate drop-per and copy lifter in the composing room. The elevator, which serves the first and second floors has a capacity of 2,500 pounds, and is used for conveying paper, metal and machinery. It is electrically operated, and equipped with all the latest safety devices.

All doors, both interior and exterior, in the rear are metal doors manufactured by the Thorpe Fireproof Door company of Minneapolis.

# Rosenberg Elevators speeding up newspaper routine

The full achievements of more than three decades of elevator building by this company have been admirably demonstrated in the new Post-Crescent building, equipped throughout with Rosenberg lifts. From the huge freight elevator which helped make possible the record-breaking transfer of mechanical equipment to this new building, to the lift which handles press plates and the lift used countless times each day by the business department, Rosenberg has demonstrated real ability at speeding up newspaper routine. The quality which has been put into Rosenberg passenger and freight elevators for years guarantees uninterrupted service to the Post-Crescent

"SAFE FLIGHT  
TO ANY HEIGHT"

Congratulations  
and  
Continued Success  
is the wish of

**CERTIFIED DRY MAT CORPORATION**  
342 Madison Ave. New York, N. Y.

For dependable stereotyping — use Certified Dry Mats  
Made in U. S. A.

The Appleton Post-Crescent is printed from  
Certified Dry Mat stereotype plates.

**F. ROSENBERG ELEVATOR CO.**  
EST. 1905      MILWAUKEE



# Large Staff of Writers Covers Field for News

## Fourteen Reporters and Editors in City and Suburban Territory

The din of pounding typewriter keys and ringing telephone bells which greets the ears of visitors before they are half way up the front stairway in the new home of the Appleton Post-Crescent building immediately reveals the location of the editorial department on the second floor.

It is here in the city room, which occupies the southeast corner of the building on this floor, that local news is written, edited and "headed up." In this same room some 50,000 words of "telegraph" news, dispatched daily by the Associated Press over special wires, is received.

**Busy Place**

The news department, probably considered by the majority readers as the most interesting department in a daily newspaper office, is the scene of bustling activity from 7:30 in the morning until shortly before press time each afternoon. Reporters are working against time writing news stories they have gathered, and copy readers are hastily but carefully editing the stories, writing headlines for them, and sending the copy out to the composing room. No matter how much news breaks in a day, it must all be written early enough to find a place in the paper. It's up to the city room staff to see that this is done.

The city room is situated in large, airy quarters measuring 31 by 43 feet. It is well lighted by five large windows. Twelve lights of high candle power are suspended from the ceiling. Four double desks accommodate eight reporters are lined up along the south wall of the room. Desks for the telegraph editor and city editor stand in the northeast corner. Ample space has been allowed for installation of two more double desks for reporters.

Included in the department's equipment is a morgue. It consists of a row of nine cabinets, in which are filed "mats" and "cuts" of between 16,000 and 17,000 persons in all walks of life who are frequently mentioned in the news. More "mats" and "cuts" are constantly being added to the morgue.

**Sound Proof Room**

The telegraph room, which houses the printing machines over which the Associated Press news is received, occupies an area 8 by 15 feet in the extreme northeast corner of the city room. Although three printing machines, one of which is used for emergency purposes, are pounding out "40" stories continuously from 7 o'clock in the morning until 3 o'clock in the afternoon they are scarcely audible outside the telegraph room because of the soundproof material of which the walls are constructed.

Eleven persons — the managing editor, city editor, telegraph editor and eight reporters, make up the editorial staff. All local news goes through the hands of the city editor, who edits the copy and writes the headlines. The telegraph editor handles all AP news.

Each reporter has his own particular "run" which he covers daily. Each is responsible for every bit of news which breaks on his run.

The following persons make up the editorial staff: John R. Riedl, managing editor; Donald R. Morrissey, city editor; V. W. Zierke, telegraph editor; W. F. Winsey, farm news; Harold K. Derus, police and courthouse reporter; Gordon McIntyre, sports editor and general assignments; Harold C. Franck, railroad and business news and general assignments; Miss Violet Christensen, city hall and church reporter; Miss Nellie Chamberlain, society editor; Mrs. Lillian Mackesy, school reporter and general assignments; and Robert Mortimer, college news.

News from Menasha, Neenah and Kaukauna also is handled as local news. News is written by staff men in the three cities and their "copy" is delivered by buses several times each day. These staff men are Donald Christensen at Menasha, George Gardner at Neenah and Wilbur Derus at Kaukauna.

# Wires Bring News Of Whole World

## Associated Press Sends 52,000 Words Daily to Post-Crescent

Continued from page 10

members range from 10 to 300 men so that there is throughout the Western Hemisphere to which membership is confined a vast army of auxiliaries to the actual staff of Associated Press, always on guard to see that no important news item gets away.

**Exchange With Allied Agencies**

The Associated Press has contractual relations with the great news agencies of the world whereby it has exclusively the right to the news when they collect. These agencies include:

Canadian Press, which functions in Canada along the lines of the Associated Press and collects news not only through its own staff but through the newspapers in its membership.

Reuters, Ltd., the great English news agency which covers the entire British Empire as well as China and the greater part of Africa.

Agence Havas, the French Agency, which has correspondents throughout France and its Colonial possessions.


Wolfis, the German news gatherers, covering Central Europe.

Tass, the Soviet news agency of Russia.


Nippon Shimbun Rengo, The Associated Press of Japan.

There are also nationalized news agencies in the exchange arrangements. These function in Austria, Belgium, Bulgaria, Czechoslovakia, Denmark, Estonia, Finland, Greece, Holland, Hungary, Italy, Jugoslavia, Latvia, Lithuania,


# Post-Crescent's News Writers and News Editors




**HAROLD K. DERUS**  
Courthouse Reporter




**VIOLET CHRISTENSEN**  
City Hall Reporter




**NELLIE CHAMBERLAIN**  
Society Reporter




**GORDON R. MCINTYRE**  
Sports Editor




**DONALD R. MORRISSEY**  
City Editor




**JOHN R. RIEDL, Managing Editor**




**VICTOR W. ZIERKE**  
Telegraph Editor




**W. F. WINSEY**  
Farm Reporter




**DONALD CHRISTIANSEN**  
Menasha Reporter




**GEORGE GARDNER**  
Neenah Reporter



**HAROLD C. FRANCK**  
Reporter



**WILBUR DERUS**  
Kaukauna Reporter



**LILLIAN MACKESY**  
Reporter

This staff of thirteen reporters and editors is responsible for the news content of The Appleton Post-Crescent. Telegraphic news from the Associated Press wires and "state" news from a host of correspondents must pass under the scrutiny of Victor W. Zierke, telegraph and state editor, while collection and writing of local news and reports from Kaukauna, Menasha and Neenah, is under the supervision of D. R. Morrissey, city editor. Sports are written and edited by G. R. McIntyre, sports editor, and Miss Nellie Chamberlain, society editor, is in charge of news of particular interest to women.

# New York Paralyzed When Pressmen go on Strike

In the Fall of 1923 an odd form of calamity befell New York City. It was not an "Act of God." Fire, flood or famine did not threaten. There was neither rumor of war nor suggestion of riot. The weather was friendly, the public health good, transportation was uninterrupted and business moved smoothly—yet into this peaceful picture there suddenly descended a kind of calamity that paralyzed the city and filled multitudes with dismay. Had it not passed as swiftly as it came, it would be hard to calculate its consequences, but even its few days of duration cost millions of dollars. More than this, it revealed in a somewhat startling way the degree to which all the activities of a great city were dependent on a commodity which most people had taken unthinkingly, as a matter of course.

What had happened? Merely that for the first time in two centuries New York found itself without its usual newspaper. A press room the dealings on the principal grain and commodity trading centers.

Of the news and market report handled daily on these trunk lines, the volume is astonishing. The automatic machines reel out the copy at the rate of 60 words a minute and during a 24 hour period as much as 100,000 words are laid down at the larger cities of the country.

physically, but mentally; it even cut off the residents of the city from knowledge of each other, because people have come to rely almost entirely on the papers for their local news. One may be in a room with a number of others, but if the lights are suddenly turned out one feels strangely alone. People cannot co-operate in the dark. When the newspapers suspended, cooperation became difficult—in some cases, impossible.

There are communities, abroad where the lack of a newspaper may be merely a vexation. Not so with America, for America, in a unique sense, is the land of voluntary co-operation; this is the basic principle of its wonderful development. Machines can operate in the dark, but not men. When judgment and volition are demanded, people must be keenly aware of one another. The newspaper is a happy instrument for satisfying human curiosity, but its real function is to bring about the awareness so that people, however widely separated, may work together intelligently and effectively.

The newspaper is in itself a remarkable example of voluntary co-operation. Not only is it a complex fabric woven of the labors and abilities of hundreds within its plant and of thousands on the outside, but it usually is a part of one of those great associations of newspapers through which the news of the world is daily gathered, exchanged and made available to all.

**Progress Stops**

Not less significant and quite as important is the triangular co-operation between publisher, advertiser and public. Once it ceases, publishing, merchandising and buying all languish and the wheels of progress stop.

When it is considered that there are 45,000,000 copies of each issue of 13,400 newspapers entering every home, office and workshop in the land, we begin to realize the vastness of this co-operation. We begin also to sense the extent of the constantly renewed influence which brings our millions of people into continuous conscious touch with each other.

The rise of this influence is a story that is full of interest, adventure and even romance. It is the story of a developing environment in which each has reacted profoundly upon the other. From its earliest beginnings, the newspaper has been recognized as one of the greatest civic, intellectual and moral forces operating to build up, cement together our social structures. Its part in the creation and expansion of our economic structure, however, has been little understood.

If it be true that modern conditions of life have created the modern newspaper, it is no less true that the newspaper has played a leading role in creating modern conditions of life. This has been the case as to habits of thought, political developments and matters of religion, science and culture, but it has been true in even greater degree in the field of material progress.

# Time Annihilated In Mad Quest for Pictures in News

## Mighty Organizations Spend Fortunes to Get Newspaper "Art"

Speed, the keynote of modern civilization, is the watchword of the newspaper picture service of today, and time, that foe of public interest, is annihilated by every conceivable modern invention to bring the world to the door of every newspaper in the shortest possible time. Today, there is no event which occurs in any corner of the world, no matter how remote, that pictures of it are not available for use in the Appleton Post-Crescent within a few hours of its occurrence.

Securing news pictures, a real art when handled as it is today, is an essential part of the newspaper as the business of gathering news, and most newspapers are able to give their readers a pictorial record as well as a word picture of the news of the day.

One of the greatest inventions of modern time is the telephoto, which enables pictures to be sent from one part of the country to the other by wire. There are only a few telephoto stations in the United States, but airplanes do much to carry out the good work begun by the telephoto, and the photograph which is received at the nearest station, is carried the remainder of the way to its destination by a fast plane.

**Here Is Speed**

So numerous are the news service photographers and so efficient is their system, that every event of importance, if there is any advance warning of its occurrence, is covered by cameramen. As soon as the picture is taken the plate is tossed to a waiting car which rushes it to an airplane ready to take off. Dark rooms in these new planes make it possible to develop and print them on the way to the nearest telephoto station, from where they are sent to other stations in various parts of the country. The police cooperate with the news photographers in rushing the pictures to their agencies, giving them the right-of-way and helping them through traffic so that they may release the pictures to a waiting world with minimum loss of time.

An example of the speed with which these photographers work may be found in the recent Lindbergh kidnapping case. Within an hour of the "breaking" of the story at Hopewell, N. J., pictures of the Lindberghs, their home, and people connected with it, were being sent by telephoto to all parts of the world. The ocean creates no difficulty for transmitting photos, as radio pictures have been improved to such a degree that it is almost impossible to tell a radio photo from an ordinary photograph.

**Why Pictures?**

Few people stop to wonder why the pictures found in the daily paper come to be used, and just what makes a good news picture. The psychology of newspaper pictures is the thing that makes them interesting to the readers. Human interest, unusual interest, or an illustration of some phase of public interest are factors which give pictures their news value. Pictures of the recent political conventions are examples of the latter type.

Timeliness is of primary importance. If a picture of an individual is printed on the day of an important event in that person's life, it is of great news interest; if it is not printed until a week later, the interest value has diminished unless it shows that person doing something unusual.

In news pictures, people are more important than things. Portraits of people who are in the news, good or bad, are always of value, and pictures of women, especially beautiful women, are always interesting.

News photographers will brave almost any danger to get the shots his editor demands. Polar expeditions and other hazardous enterprises are nearly always accompanied by newspaper photographers.

No expense is spared to get pictures of events of importance. Although no official estimate has been made, it may be said that between \$25,000 and \$40,000 was spent on pictures alone in the Lindbergh kidnapping case. An idea of the expense to which news agencies go to get pictures for their papers may be had from the fact that when the German fliers landed in Newfoundland a few years ago, one news agency alone spent \$25,000 to get pictures of them.

News pictures are supplied to the Appleton Post-Crescent by Newspaper Enterprise Association and by the Associated Press. If an important event takes place before midnight with the aid of modern inventions the chances are very good that the Post-Crescent will carry pictures of it in the next day's edition.

# "Boo" Gang Wins Word Of Praise From Paper

Members of the now famous "Boo gang," the association of Third warders who periodically furnish the public with spicy bits of police news, are said to be soliciting money from their acquaintances that they may raise a sufficient amount to pay the fines of two boys, who have just been committed to the county workhouse. The young men were sentenced to the stone shop in default of payment of fines of \$25 each, exclusive of costs. The heroic efforts of the "Boo gang" to rescue them from their involuntary retreat are considered to be deserving of more or less commendation. (Post, Feb. 27, 1932.)

# Former Sweetheart of President Succumbs

Lake City, Minn., Jan. 7 — Mrs. Lenna Bovee died Wednesday night at her residence in Sugar Lake valley, aged 99 years. In her youth she was betrothed to a young man near her Pennsylvania home, whom her parents forbade her to marry, they favoring James Buchanan, afterward president of the United States. It is inferred that he remained a bachelor on her account.—Post, Jan. 8, 1932.

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# News Follows Devious Path To Reach Press

"Copy" Passes Through  
Many Hands Before It  
Appears in Print

By Violet Christensen  
This is what happens to "Mr. and Mrs. So-and-So" the week end in Milwaukee from the time Mrs. So-and-So gives it to a reporter and it strikes her eye at the bottom of page four along about 5 o'clock in the afternoon.

A reporter takes the news item on the street or over the telephone, clicks it off on a typewriter, and turns it into the city editor's desk. Here it is edited and given a headline, if one is necessary. After it is placed on the spindle on the ledge in the composing room the editorial department's responsibility for it is practically ended.

The copy boy takes the story from the spindle, sends the headline, written on a separate sheet, to the headline machine, and places the copy on the machine especially adapted for that type of copy or on the copy board—that mechanism of red, white and green lights that looks like a decorated Christmas tree in midsummer. The linotype operators take the copy from the copy board, set it in the galleys, type, resting in a long galley, is placed on the makeup table, where copy and headlines are kept in separate galleys. Here a proof is taken. After the proof has come back from the proof room, where it has been searched for errors by proofreaders it is sent to the linotype machines for correction. The corrected lines are returned to the makeup table, where the corrections are inserted and the headline placed on the article.

A piece of advertising copy follows a different route until it reaches the "turtles," the tables where the forms are made up. The ad copy comes up to the composing room in a "chute" that is equipped like a hospital call buzzer system. Notices of the ad is made on a schedule sheet, mats are sent to the stereotype room to be cast, and the copy is sent to the ad alley, where the ad, both mats and type, is assembled. After a proof has been taken, read, and the ad corrected, the ad is ready to meet the news copy.

On the turtles, or makeup tables, the news type is distributed around the ads. After an assembled page has been proven and final corrections made by a compositor, the form is locked and sent to the stereotype department.

Here a matrix of the metal form is taken. A matrix is a preparation of rag stock and tissue with a specified amount of moisture for impression purposes. A matrix is placed on the form, and on top of the matrix two blankets, one of cork and one of felt, are laid. When this set-up has been rolled under an impression roller, with 1,500 pound pressure, the impression of the type is left on the matrix.

The matrix, at this stage in a flat form, is built up in low spots and sent to the scorching, where the moisture is removed, and the flat matrix is molded into a circle. The circular mat is placed around a cylinder in casting machine, where it is made into a centrifugal plate commonly known as a "stovepipe."

The "stovepipe" next goes to the boring machine where the ends are trimmed—in printer parlance "the tail piece cut off"—and the inside of the roll bored to the size of the press cylinder on which it must fit. Then it is placed on a "routing block" where the high spots are "routed", a process of shaving off elevations of metal that might interfere with the even distribution of ink.

Now ready for the press, the heavy plate which weighs 27 pounds, is sent down to the pressroom on an elevator and placed on the press. Vibrating and distributing rollers are placed against each plate, and the plate is securely locked.

Then comes one of the most fascinating moments of the newspaper day—20 minutes after 3 o'clock. Pressmen have tinkered here and pounded there, one all-surrounding eye is cast over the huge black machine with its immense rolls of white paper, there is a moment of comparative silence, and the button that starts the press in motion is pushed. A low, rumbling noise, part hum, part roar, strikes the ears, and the eyes see huge rolls of paper shrinking apparently of their own volition. The press is started. But aside from the roar of the machinery, there is no bustle, no confusion of any sort. At one end of the press a veritable flood of papers pours forth. They are taken from the hopper into the mail room, where they are sent out in three sections—first the suburban papers, which are sent out by car in bundles; then the city papers, which are carried to the subscriber's door by newsboys bearing orange and black paper bags; and the mail papers, which are addressed on an addressograph, or, if headed for a distant point, wrapped in single wrappers.

When the mail room gang stomps the top on the paste pot, drapes the leather cover over the addressograph, and rolls the loose twine around the roll, one newspaper day is ended—and the town is beginning to make news for the next.

## Editor Exercised Over Appearance of Drunks

"Within a week past a drunken white man and a drunken Indian woman have been seen on our streets. Now that there are remedies provided which will reach both seller and buyer we hope to see the temperance men of Appleton on the alert to detect and punish the violators of the law. Heretofore there have been sundry places where Menasha beer was bought and drunk. Strong liquors have been slyly sold by some of these beerites. Some of our merchants have sold liquor for medicinal purposes. Now the question is here: we wish to have Appleton retain its good name the solid men of the place must enforce the ordinance."

## Once a Reporter



Edna Ferber

## The Perfect Paper

When earth's last paper is printed, and the forms and the metal are cold,

When the newest scandal is ancient, and the last extra is sold, We shall loaf—and, Lord how we need it!—with nothing at all to do,

Till the boss of the perfect paper shall call us to work anew.

And then we shall work as we'd like to, each on his own machine; And the truth shall be in our copy and nothing shall intervene:

We shall write real stories about them—beggars and millionaires—For an editor keen and fearless, a paper that's on the square.

We shall work in a rush and a hurry for that is the goodly game, And we shall not dig in the gutter for stories of filth and shame; And the copy readers above us shall leave our features alone, And the stories that fill the columns we shall recognize as our own.

We shall have no fool assignments, no cruel mission of pain, To torture the broken-hearted or blacken the sinner's stain,

We shall scoop and be scooped aplenty, we shall love the flurry and noise, We shall fight with the business office and fuss with the copy boy:

But each of us shall be human and each of us shall be free

To write the thing as he sees fit for The Paper That Ought To Be. —Burton Braley.

ances. Appleton doesn't need liquor drinkers to add to its importance or prosperity." (Crescent, July 15, 1934.)

## Edna Ferber 1st Woman Reporter On Local Paper

Noted Author Got Her First  
Writing Experience  
On Crescent

Pioneer of the "petticoated press" in Appleton, Edna Ferber, now a famous novelist and playwright, looks back on her reporter days on the Appleton Evening Crescent and calls them "glorious." She describes them as "having a thumb on the pulse of a little prosperous human midwestern town."

Because she was a pioneer in the field and because she went at the job as though she meant to finish it, people watched "Boots" Ferber carefully as she went nimbly on her way, her heels clucking through the courthouse, up and down College-ave, in and out of stores, and back to the editorial room with her paper full of notes for news stories and her head full of little human incidents, comedy and pathos, of which she later made such good use in her numerous books and short stories.

It was not easy for a conservative editor of that time to consent to having a woman on the staff, but Sam Ryan, editor of the Crescent, was far-sighted and broadminded enough to see beyond mere convention, and after reading her graduation essay, an account of the life of the women workers in a local mill, recognized it as good reporting and offered Edna a job at \$5 a week. This was considered a good salary at that time, especially for a woman. Edna took the job. She was then 17 years old.

In a town the size of Appleton, there was bound to be criticism of a girl who made her living as a reporter, but the way in which she ignored that criticism was proof of the qualities of courage and perseverance which, developed at that early age, stood her in such good stead in later years.

### "Get 'Decent' Job

"It was a harrowing job, but educating and broadening," she said later. Once she overheard a business man of the town say to another, "It's a pity Ferber's girl wouldn't find something decent to do like teaching school."

Her "run" covered everything from court trials to chicken pie suppers, and no doubt her many and varied experiences encountered in the pursuit of news supplied her with the material for a number of her books and stories. Her mind was always seeking out the human interest in daily life, and it must have been a very retentive one, to judge from the clear-cut character studies in her books, so real and vivid that on more than one occasion some of them got her into difficulties with those who recognized, or thought they recognized, portraits of themselves.

Born in Kalamazoo, Mich., Edna moved to Appleton with her parents when she was but a child. She had one sister, Fanny. Her father,

blind for the last 15 years of his life, was the owner of a general merchandise store, first in Iowa, and later in Appleton. "My Store," located on College-ave, is still remembered by many people in Appleton today. A familiar sight on the streets was the little girl leading her father home from work. He liked to have her read to him in the evenings, and as the Ferber home contained a complete set of Dickens, Edna's early literary impressions were probably founded on the loveable and human characters of those immortal stories.

She must have been a harum-scarum youngster, from her own account. She herself told of her "gang" smoking cigarettes made of dried corn silk, and calling to each other with the "gang call" when they went to play in the evening under the corner arc light or when passing each other's homes on the way to school. They all owned

bicycles, which they called "wheels." Although she was editor of the Ryan high school paper, she never thought of writing for a living. Almost from babyhood, she had a passion for acting, and would recite at the slightest provocation. In high school she made an excellent scholastic record for herself, and her dramatic talent was demonstrated when she won the local, district, and finally the state public speaking contest. Withal, she was a normal happy girl who liked to go out with boys, and went to dances about twice a week.

While on the Crescent, she was local correspondent for the Milwaukee Journal, and when a vacancy occurred on that paper, she was offered the job. It is said that the material for her first book, "Dawn O'Hara," was gathered from her experiences on the Journal.

What is supposed to be her first published story, "The Homely He-

roine," for which she received \$62.50, ran in Everybody's Magazine about 1912, but neighbors say the first story she ever wrote was entitled "The Man Who Came Home to Whip." A mother in the neighborhood used to save up all the naughty things her children did during the day to tell their father when he came home. He then meted out their punishment. A neighbor of the Ferbers told Edna of this and suggested that she write a story about it. She did, and it was accepted. The check for the story she never cashed, it is said, but locked it in the drawer of an old desk. When the desk was sold without Edna's knowledge, she "raised the roof" until the check was back in her possession.

### Wrote While Ill

"Dawn O'Hara," was written at home while she was recovering from a breakdown from overwork. Although she was at home to rest, she could not remain idle. She

wrote the book in a little cubby-hole of the porch of her home. She went from the Journal to the Chicago Tribune, and it was while there that she came to know and love Chicago of which she has written so intimately.

Short stories were her particular field for a time, and several collections of them were published in book form. In 1924 she won the Pulitzer prize for the best American novel, "So Big." It was later made into a motion picture and recently filmed for the second time as a "talkie." It was characteristic of the woman that she gave the prize check to the Authors League for the care of the old, sick, and needy artists and writers.

Since then she has written three best sellers, "Show Boat," "Cimarron," and "American Beauty," the first two of which have been filmed.

During the negotiations for filming one of her stories, she and her mother spent some time in Holly-

wood, but after her mother had had a narrow escape from death in a traffic accident and they had experienced a slight tremor of the earth, they packed their things and left the cinema city. Officially, Edna Ferber's home is in New York, but Appleton people like to think of their city as "Edna Ferber's home town."

## Long Skirts Come in

### For Editorial Panning

Long dress skirts that brush up the streets and sidewalks are dangerous to health. A garment of this character will collect in a few minutes' walk about the choicest and most varied assortment of disease germs that ever gladdened the heart of an expert bacteriologist.

Women should insist on having their street costumes made so that the germ laden filth of the streets need not be carried into their homes to spread disease. (Crescent, June 4, 1909.)



Out of Sight .. Within the Walls ...  
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# HAYDITE Building Units

Selected for the Construction of Partitions  
and Back-up Material for the Exterior Walls  
In the Beautiful New Post-Crescent Building

Even when the presses roar ... the sound is scarcely audible in the business office due to the high sound insulation value of the HAYDITE Building Units used in the construction of the partitions throughout the building.

CONGRATULATIONS TO THE  
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upon the opening of your beautiful  
new building ... an inspiring evidence  
of your faith in Appleton.

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this Bowser News Ink Handling  
system which stores and supplies ink  
for the Post-Crescent presses,

# yet...

hidden away, it performs its day-by-day duty, unflinching and efficiently. Through this Bowser News Ink Handling System, the best method known for inking newspaper presses has been brought to Appleton. Your newspaper has left nothing undone to produce for you a correctly printed paper.

# these

unseen methods and equipment, factors seldom appreciated by the average newspaper reader, are particularly invaluable in the creation of that accepted miracle—the daily newspaper.



S. F. Bowser & Co., Inc.  
Engineers and Manufacturers  
Fort Wayne, Indiana.



## Noted Writers Contribute to Post-Crescent

Specialists Bring Wealth of  
Information to News-  
paper Readers

The specialized knowledge of some of the nation's foremost authorities in their own chosen fields is made available to Post-Crescent readers from day to day. Each of these writers has made a careful study of his subject, be it politics, industry, finance, drama, or some other individual aspect of national or international events. Most of them have risen from the ranks of newspaper reporters.

With two exceptions, these writers have been made available to readers through press syndicates or associations. The exceptions are Ruby A. Black and Dorothy M. Lewis, both in Washington, D. C. The former is the Post-Crescent's special correspondent at the national capital. Her dispatches generally elaborate upon events of special interest to Outagamie-co and Appleton residents, either because they affect this territory directly, or because they have an important bearing upon industries in the Fox River valley. "Spot" news is sent by telegram, and other material forwarded by mail. Miss Lewis is the Washington society editor of this newspaper, and she keeps readers informed of social events concerning Wisconsin residents. She is associated with Miss Black in this work.

Under the headline of "Today and Tomorrow," Walter Lippmann, who is rated among the foremost commentators and liberal thinkers of the present day, expresses his opinions on personalities or events prominent in the news. He has been given complete freedom of expression in this column, although his opinions may not always conform with those of the editor.

New York Editor

Mr. Lippmann formerly was editor of the New York World. Previously he had been associate editor of the New York Tribune. From October, 1917, he served the nation as assistant to the secretary of war. Later he was secretary of the organization directed by E. M. House to prepare data for the peace conference after the world war. He is author of many books, chiefly on political, sociological and economic subjects.

Lawrence, president of the Consolidated Press association and of the United States Daily, confines his articles to politics and to industrial events which have an important bearing upon national political life. He joined the Associated Press staff at Washington in 1910, the year he was graduated from Princeton university. The following year he was detailed to Mexico to "cover" the Madero revolution, and the Orozco revolution in 1912.

In August 1912, Mr. Lawrence was sent to Sea Girt, N. J. to be with Gov. Woodrow Wilson during his campaign for the presidency. Mr. Lawrence had known Mr. Wilson when the latter was a professor at Princeton, and his services became exceptionally valuable. He continued as the Associated Press representative while Mr. Wilson was president-elect, and for two years at the White House.

At the outbreak of the war Mr. Lawrence was placed in charge of Associated Press news relating to neutrality and relations with Germany. In December, 1916, he became Washington correspondent of the New York Evening Post, and three years later he organized the Consolidated Press association, becoming its president on Oct. 1, 1919. In 1926 he became president of the United States Daily, a Washington newspaper restricted to detailed reports of official affairs. Mr. Lawrence is the author of "True Story of Woodrow Wilson," and "The Other Side of Government." In addition he has written many magazine articles.

Other Consolidated Press writers whose dispatches appear daily in the Post-Crescent are: George T. Hughes, a specialist on stock market news; Lemuel F. Parton, commentator on general news; Charles F. Speare, financial news; Edward Morrison, general news; George Doying, public utilities; Karl K. Kitchen, theatres; Jessie Henderson, Hollywood; Robert Mack, radio; Owen L. Scott, Chicago news.

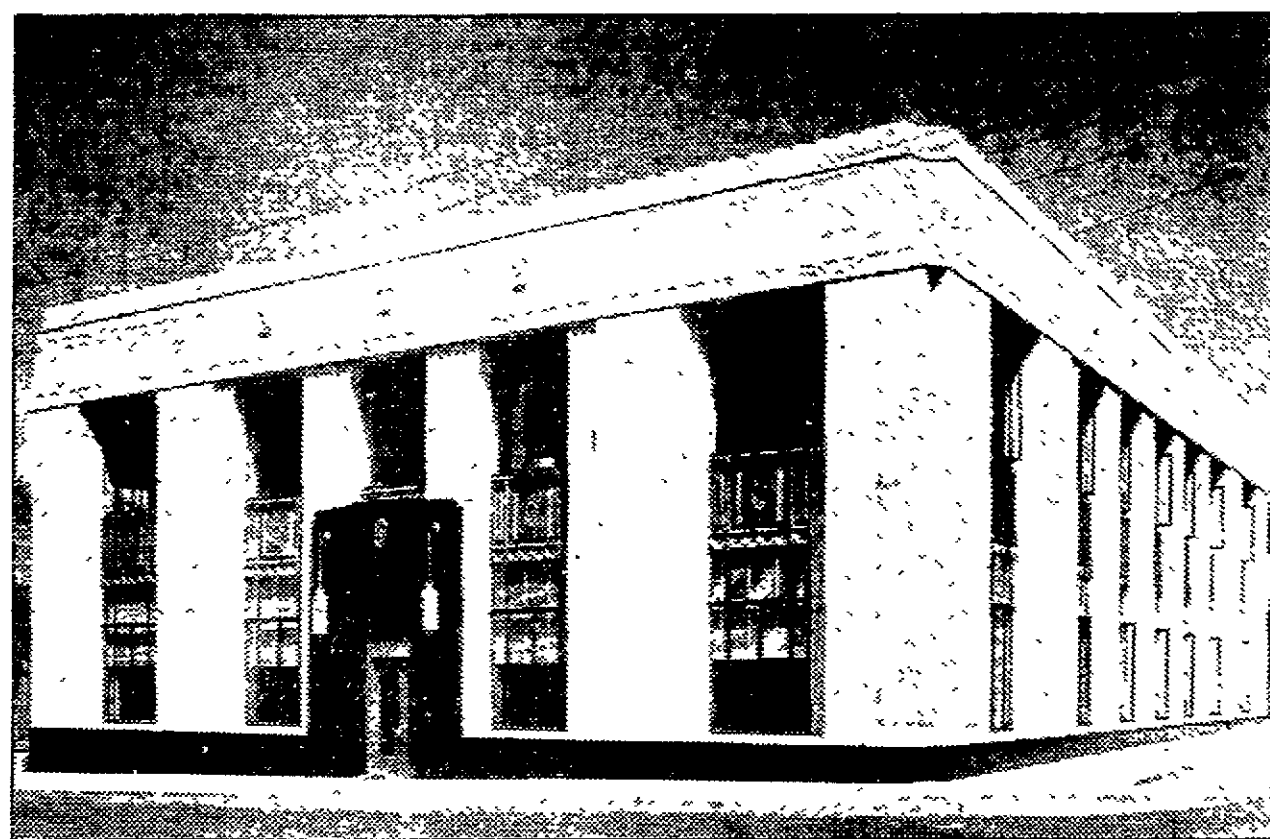
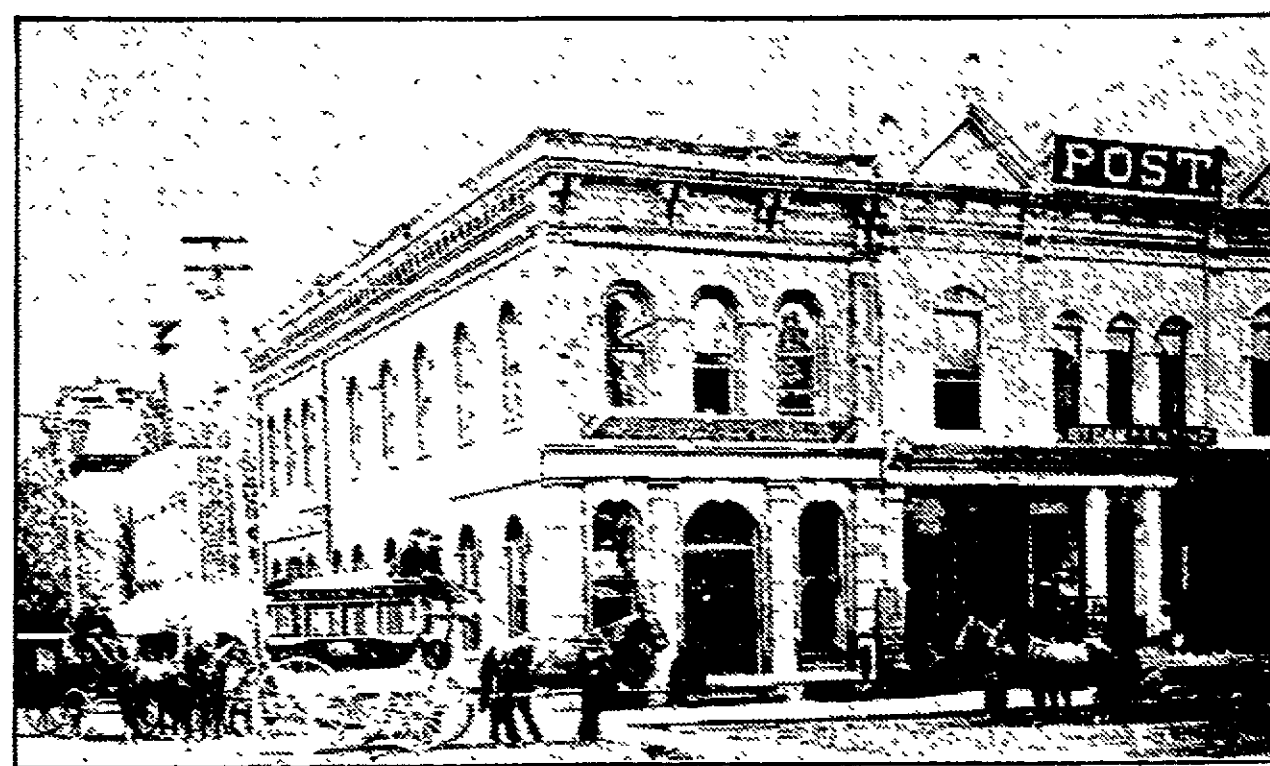
Angelo Paul is a specialist on child psychology and, in addition to his daily articles which are distributed through the Bell Syndicate Inc., has written many books concerning the problems of parents in rearing children. He was born in Italy, but emigrated to the United States when he was a boy. He is a graduate of the College of the City of New York and of Columbia university. Among his books are: "Pinocchio in Africa," "White Patch," "A School Master of the Great City," "The School That Everybody Wants," "Child Naming," "School and Home," "Problems of Childhood," and others.

Dorothy Dix, confidante of thousands of women, men, girls and boys began writing for this newspaper on June 13. She has given advice on life problems to countless readers in all sections of the country. The happy gift of keen sympathy and rare understanding have enabled her to solve almost innumerable problems for her followers.

Byron Price has been chief of the Washington bureau of the Associated Press since 1927. He has been with the organization since 1912, and for short time before that had been employed as a reporter and editor by the United Press association. During the world war he served as captain of infantry. At one time Mr. Price was employed in the composing room of the Evening Crescent in Appleton, according to Sam J. Ryan, editor of the paper.

Where Lawrence is chiefly known as an analyst, and Price as "spot news" reporter, Rodney

## Three Newspaper Plants in Appleton--Old and New



Dutcher, Washington correspondent for the Newspaper Enterprise association is more distinctly a feature reporter. It is his job to write "the story behind the news" and tell about the events which caused the story, rather than about the story itself.

"Personal Health Talks," appearing daily on the editorial page, is another column of widespread interest. It is conducted by Dr. William Brady, physician and author, and contains much vital information. Dr. Brady answers all signed letters which inclose a self-addressed stamped envelope and request information on health topics. Many of the more interesting of these he answers in his column. Names of the writers are not published.

Among others of the better known writers and their subjects

are: "Seen and Heard in New York," William Gaines; "Just Folks," a daily poem by Edgar Guest; "A Bystander in Washington," Herbert Plummer; "The Tiny-mites," Hal Cochran; "Your Birth-day," daily horoscope by Mary Blake; "A Book a Day," Bruce Catton; and a column on New York, emphasizing theatrical events, Gilbert Swan.

Leading sports writers are Allan Gould, Associate Press sports editor; William Braucher of Newspaper Enterprise association; Lawrence Perry, nationally known intercollegiate sports authority; John B. Foster, former president of the National league; Francis J. Powers and Wilbur Wood. The last four named are staff reporters for the Consolidated Press association.

### Here is Some Advice

#### For Owners of Cows

"Those fortunate people who 'have their own' cow have an extra care laid upon them by their possession. Their milk cans must be kept in an absolutely perfect condition.

They should be washed, scalded and wiped perfectly dry after using. Then they must be set in the sun for 12 hours, or if that is impossible, put before the fire. Just before they are used again they should be washed, scalded and dried again. There is nothing in which germs develop so rapidly as in milk, and extra care must be taken to make sure that utensils contain no germs. (Daily Post, Jan. 3, 1894.

## Congratulations.....

It was our privilege to serve our new neighbor, the Appleton Post-Crescent, in the decoration of their new and architecturally complete building. With the exception of the library, main lobby, general manager's office and the women's rest room, the general interior and exterior decorating was completed by us.

## 27 Years of Decorating Service

In The Same Location

This firm has been consistently called upon throughout its years of service in Appleton to furnish decorating service in the building of homes and public buildings and stresses at all times quality workmanship and the use of high grade materials on all work whether large or small.

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## Paint and Varnish Products

NEW LOW PRICES NOW IN EFFECT

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## Editors Never at Loss to Find News To "Fill" Paper

Most Difficult Problem is  
To Select Most Inter-  
esting Items

"That's just a newspaper story. They had to have something to fill their paper."

How often has that statement been made, and almost as often it is without justification. Surely it can never be said about an honest newspaper trying to give honest news and honest service to its readers. Almost always it is bred from unfamiliarity with the procedure of news gathering and writing and with the problems of the newspaper.

First of all, newspapers in this day and age are never at a loss for "something to put in their paper." The modern problem is not to get enough news to fill the paper but to select from the available news the stories and the items that its editors believe will interest the readers. The real difficult job of the news editor is to wade through the grist of news that reaches his desk and select those stories that

story the lead paragraph will give its substance.

FILLER—Short articles and feature stories that may be used to fill space when news is light. These are of general interest and are of magazine nature.

FREE ADVERTISING OR PUFF—A story which some business houses try to get across as news without paying advertising rates.

SLUG—A line of type across the top of a story to identify it. Usually the heads and stories go into the composing rooms separately. When the story is set this line identifies the head and then the line is discarded.

SHORTS—Small articles of a few lines to fill up small spaces at the end of columns.

STICK—About two and a half inches of type matter, so-called because in the old days of typesetting this was the amount that a compositor could set in his make-up stick without emptying it on a galley.

NEWS—Something unusual, out of the ordinary or a current event that has never before appeared in print—a report of an event printed a short time after it has occurred. Any item in which there is general interest, the facts of which are not familiar to the public. The word "news" is derived from the ancient custom of printing the points of the compass in the papers and is taken from the abbreviations of N. E. W. S.—North, East, West and South.

BULL DOG—The early morning mail edition of a newspaper.

MAIL EDITION—An addition run off before the regular edition to catch early trains for out-of-town circulation, seldom circulated in the city.

## Editor Offers Bit of Advice to Grid Squad

Governor Scofield's epigram delivered in his Founders Day address here yesterday, to the effect that "No amount of godliness can compensate for a lack of manliness" is respectfully commended to the earnest attention of the Lawrence college football team. There is also a scripture text: "Faith without works is dead" and an old saying: "Practice is better than preaching," which have a bearing on the disastrous slump in form shown by the team last Saturday. We trust that careful study of these maxims coupled with faithful practice on the gridiron will restore the Lawrence team to its true form by the time it meets Stevens Point next Saturday, (Crescent, Nov. 15, 1899.)

appear to have the greatest interest, cutting down their verbiage so as to leave room for more stories, and leaving many out entirely.

Problem Grows  
This problem of news selection increases in almost direct ratio to the service that the newspaper endeavors to give the public. In the large and modern plant the various news services and reporters supply much more news than the publishers ever expect to print, but they want the opportunity to make selection.

Approximately 100,000 words of news copy pour into the office of the Appleton Post-Crescent every day, and it is a rare day when more than 80,000 words are used. Thus it is necessary to throw away some 20,000 words of news, but the reader can be assured he isn't missing anything of value. The throw-away words generally are excess verbiage employed by reporters, both local and on press wires. "That's just a newspaper story," cannot help leaving the impression that something in the way of fact might be desired. Again it illustrates lack of knowledge about the business of news gathering and the principles of honest news reporting.

Always Accuracy

Any reporter will tell you he has heard more lectures about accuracy than about any other phase of his work, and if there is anything to the value of reputation then absolute accuracy should be second-nature to every news-writer. Never a day passes but some editor is dining into his reporter's ears this everlasting maxim of accuracy—accuracy—always accuracy. A city editor might occasionally condone a poorly written copy but inaccuracy—never.

So what you read in the newspaper isn't "just another newspaper story." It is not the figment of some reporter's imagination but it is an actual report. Newspapers have neither time nor space to print fiction, unless it is plainly labeled as such. Truth sometimes is stranger than fiction, but the newspaperman takes nothing for granted. There isn't any such thing as "just another newspaper story."

## HERE IS THE LANGUAGE OF THE REPORTERS' ROOM

Every industry, every trade and perhaps every profession has a language or jargon peculiarly its own, and its devotees speak a tongue that is hardly understandable to the average person not conversant with their work.

The newspaper business is no exception to this rule and newspaper people also have their pet terms for their activities. Here are a few of them in common use in newspaper plants:

CUB—A green reporter just breaking in.

BEAT—The regular assignment of a reporter, such as police, city hall, fires, etc.

SCOOP—To get an exclusive story; to print big news before any other paper gets it.

FRONT PAGE STORY—An important news article worthy of putting on the first page of the paper.

LEAD STORY—The story having headlines in the biggest type; usually placed at the top of the right hand column as this position is always in view when papers are placed on news-stands.

FEATURE STORY—An article of

semi-news or general interest which is timely and may be played up with pictures; sometimes an interview.

CUTS—Illustrations, usually photo-engravings of 65-line screen; occasionally zinc etchings.

ART—Photographs or drawings used to illustrate a story.

HUNCH—Intuition or feeling that a big story is to break or will be found in a certain place.

DEADLINE—The latest moment in which copy may be turned in to the editor and catch the edition.

COPY—The typewritten article turned in by a reporter.

DESK—The copy desk at which the editor and copy readers work.

HEAD—The display type title of a story which in a few words tells what it is all about.

BANK—The smaller type subtitle that goes under the main head and further describes the article that follows.

LEAD—The opening paragraph of a story which usually gives a summary of the story that follows so that if it is necessary to cut the

## you can really BREATHE in the new Post-Crescent Building

A Doherty-Brehm Air-Conditioning System forces clean, cool, properly humidified air through the entire newspaper plant.

There is but one way in which a large, modern building of any type can be made a really healthy place in which to work and live. That method is air-conditioning—the process which forces clean, cooled (for summer months) and properly humidified air into every part of the building and extracts the stale air.

The improved efficiency brought about by properly conditioned air is remarkable. Office-drowsiness, colds and the like are reduced to a minimum. With improved, healthier conditions, every worker will function better on his job.

In the new Post-Crescent Building, a Doherty-Brehm Air Conditioning System safeguards the health of Post-Crescent employees and improves Post-Crescent efficiency. No matter what the weather may be outside, inside this magnificent new plant the weather is always right.

To our clients, the Post Publishing Company, our sincere wish that the Doherty-Brehm Air Conditioning System we have installed will be of real aid in producing a better newspaper.

# DOHERTY-BREHM CO.

333 N. Michigan Ave.  
CHICAGO



# Business Side Of Newspaper Is Least Known

Staff of Eight Persons in  
"Counting Room" of  
Post-Crescent

The maze of figures, detail and tabulated fact that lies behind each day's publication of the Appleton Post-Crescent is one phase of newspaper work that does not reveal itself through the printed page when the reader picks up his evening paper.

This is the business side of the newspaper, the silent cog that plays as important a part in publishing a daily newspaper as the news or advertising departments that show their finished efforts in print. The business staff of the Appleton Post-Crescent is far reaching, from the flashing switchboard where the busy-fingered telephone operator plugs continually in and out of the various departments to the official desk in the beautiful office of H. L. Davis, general manager. Others on the business staff include Mr. Davis' secretary, the cashier, the bookkeeper, credit manager and his assistant and the errand boy, each of whom has his particular part of the business detail.

Editorial and business policies of the Appleton Post-Crescent are directed by H. L. Davis, who has been manager of this paper since 1920, the year the Appleton Daily Post consolidated with the Evening Crescent to make the present Appleton Post-Crescent. In those 12 years, the Appleton Post-Crescent has developed under his direction into one of the largest dailies published anywhere in a city of less than 35,000 people. The entire advancement, growth and service of this paper in the community reflects the leadership of Mr. Davis. Besides managing the affairs of this paper, he is secretary of the Wisconsin Daily Newspaper League, of which the Appleton Post-Crescent is a member.

**Many Contacts**  
Miss Anne Elias, secretary to Mr. Davis, also works in the capacity of his assistant for the Wisconsin Daily Newspaper League. Miss Elias, who started out in 1924 as national advertising assistant, has worked herself to her capable position which in itself has a vast number of details. Her attention is given to editorials for final checking and her work includes a close connection with every department of the newspaper, and all the company mail passes through her hands before it is passed out to various staff members. In her newspaper league work, Miss Elias has charge of the bookkeeping, correspondence and prepares the bulletins and reports for the organization.

Miss Bertha Klinko has perhaps the most responsible job in the business office, that of cashier. Her work brings her in direct contact with every department in the plant, the only position that does. The business of each department, administration, circulation, editorial, advertising and mechanical, goes through her hands. Miss Klinko also prepares the payroll for the newspaper workers.

In the same office with Miss Klinko is Miss Evelyn Ashman, bookkeeper, whose work is centered on the intricate complications of debt, credit and trial balances. Miss Ashman has been with the Appleton Post-Crescent since 1925.

Walter J. Schultz, credit manager, has charge of collecting accounts and he is responsible for the payment of advertising accounts and the investigation of all accounts and credits. Mr. Schultz came to the Appleton Post-Crescent as credit manager in 1925.

Assistant in the credit department is Wilmer Krueger, recent graduate of Lawrence college, who has been on the newspaper staff

## Accounting Staff of the Post-Crescent



These men and women have charge of the business affairs of the Appleton Post-Crescent. From their desks in the business office on the main floor they are ready to serve the public in every way within their power.

## Soldiers Rescue Supply Train From Surprise Raid by Indians

Camp Near Wounded Knee Creek, S. D., Jan. 7.—Another engagement took place at this point Monday morning. As a number of wagons with supplies were known to be coming on the road from Rapid City to this point, it was thought best to send a detachment to protect them. So thirty men were picked and immediately started down the road. They had not gone over ten miles when they discovered the wagons, thirteen in number, drawn up in the form of a square, and being attacked by a band of about fifty Indians. The detachment put their horses to a full gallop, the Indians seeing which, withdrew to an adjoining hill. The detachment now joined the teamsters, who numbered only nineteen. Bunches of grain, bundles and boxes were thrown up in front of the besieged as breastworks.

The Indians, noticing this, immediately returned and commenced the attack, circling about the wagons, but keeping at a distance of 800 yards. As a result the shots from their Winchester rifles were not very effective, often falling short of the mark. The carbines of the soldiers were used with much more effect, a number of Indians being seen to fall from their horses. Meanwhile their number was augmented until they numbered 100 warriors in all, besides some they had posted off on the adjoining hills. A soldier was detailed to return to camp and report that the detachment was besieged by the Indians, and that they were attacking the wagon train. He selected a fast horse and made a break at an opportune moment, the attention of the Indians being attracted to the movements on the other side.

The object of the ruse was seen and about twenty Indians gave chase to Private Collins and fired shot after shot at him, but as he had a fast horse he soon outdistanced them. They then returned with the others to the attack. Three more Indians were seen to fall from their horses and were picked up and carried away by their companions. Four cavalry horses were shot and killed, as were a large number of Indian ponies.

By this time things were getting pretty hot for the besieged party and shots were flying as thick as hail stones and it was hard to distinguish the Indians through the smoke. The citizens had been fighting them for six hours and the soldiers about three hours. A little

since 1922 when he was a high school student.

Two important people in any newspaper office are the messenger and switchboard operator, whose jobs bring them in constant contact with every department. Howard Rehfeldt, whose errands take him to every part of the city, has been with the Appleton Post-Crescent for seven years. Last year he took over his present job.

Miss Elvira Beglinger is the latest addition to newspaper staff,

coming in May 1931 as telephone switchboard operator. The buzzing black switchboard is her domain where she spends her days of answering calls, turning them over to the proper department and person or finding outside contacts for people inside the office. Nearly 1,000 calls a day pass through her switchboard. Not only does her work involve the connection of telephones but Miss Beglinger must be an encyclopedia of information to answer to the questions asked of her every day.

## Women Seek Out Social Values in News of the Day

Sensationalism Has Little  
Attraction, Mrs. Rose-  
bush Says

By Mrs. S. C. Rosebush  
You have asked me to state what I think women like to read in newspapers. I cannot tell you what all women like to read, but I can tell you what I like to read.

Many times the subject matter under the full-page headlines of the newspaper holds my attention. The Lindbergh kidnapping case, the State conventions, and political news is all of interest. It is regrettable, however, that much of the time the news given out under these full-page headlines is too sensational and to void of good to be worth of much note. Articles on Wisconsin State taxation, proposed relief bills, the demand of the war veterans for full payment, proposals for internal improvements, in fact, anything of vital interest to the welfare of the country is always interesting to read. In choosing a headline for a newspaper, I think I would revert rather to that which is politically, scientifically, or socially enlightening, rather than that which is of a sensational nature only. We must concede to the newspapers the right to feature sensational news and make money on the sale of their papers. I suppose this is why they feature sensational news. However, I do wish that this featured news could always have educational merit. At least it is what I would like to read, and that is what you have asked me to state.

**Likes Local News**  
Your local news is always good, particularly with reference to Lawrence College and anything connected thereto. I enjoy particularly the reports on the meetings of the Common Council, or any problems of a purely civic nature. You edi-

torials are always instructive, and worthy of consideration, and the kickers column with its local wit and humor and occasional logic, is very entertaining to some, but personally I am not interested. Your movie page, likewise, does not appeal to me in the least, although I recognize that other women, without discredit, may enjoy it.

While recognizing the value to you as a newspaper, and to neighboring communities, items with reference to Neenah, Menasha, New London, etc. are passed over. Your woman's page, on the other hand, always has something to interest us. The sport page I leave for my husband, and the funny page for the girls. I like to glance through your advertisements very much. I think all women probably do. Business reviews, stock lists, and prophecies on the trend of business do not hold my attention; probably I hear this talked about enough, without reading much about it.

**Want Clean Paper**  
To sum up, crime news, movie news, sport news, business resumes, or all items of a purely sensational nature, I would pass over in preference to facts concerning international or national problems, problems of scientific advancement, or problems relating more particularly to household economy, or activities pertinent to women.

You have asked me what women like to read. I have answered by telling you what I like to read. The women of my acquaintance would undoubtedly like to read about the same things that I have mentioned. In so far as women are concerned in general, I would not venture a statement. I suppose that probably they are not much different in their tastes than I am. I would venture to guess, however, that women as a rule would like to see the type of news read to a higher standard, to the end that all items about beer, drunken drivers, accidents, divorces, and all the other unfortunate circumstances, be eliminated. I have confidence that we women, as a class, prefer things which are beautiful and uplifting, rather than things which are unfortunate and depressing.

## Grocer Beginning To Doubt Customers

It is not always the grocer or dealer who is to blame when the housewife buys a couple of dozen of eggs, supposed to be strictly fresh and finds half of them unfit for use. A leading west end grocer said today that a woman with whom he has had business dealings for twelve years, and in whose word he had implicit confidence, gave him one of the greatest surprises of his life a few days ago when she offered four and a half dozen of eggs to him for sale at a price usually paid for genuinely fresh eggs. Just to satisfy himself, that the eggs were as represented, the grocer candled the first six he took from the case and to his astonishment they were all rotten.

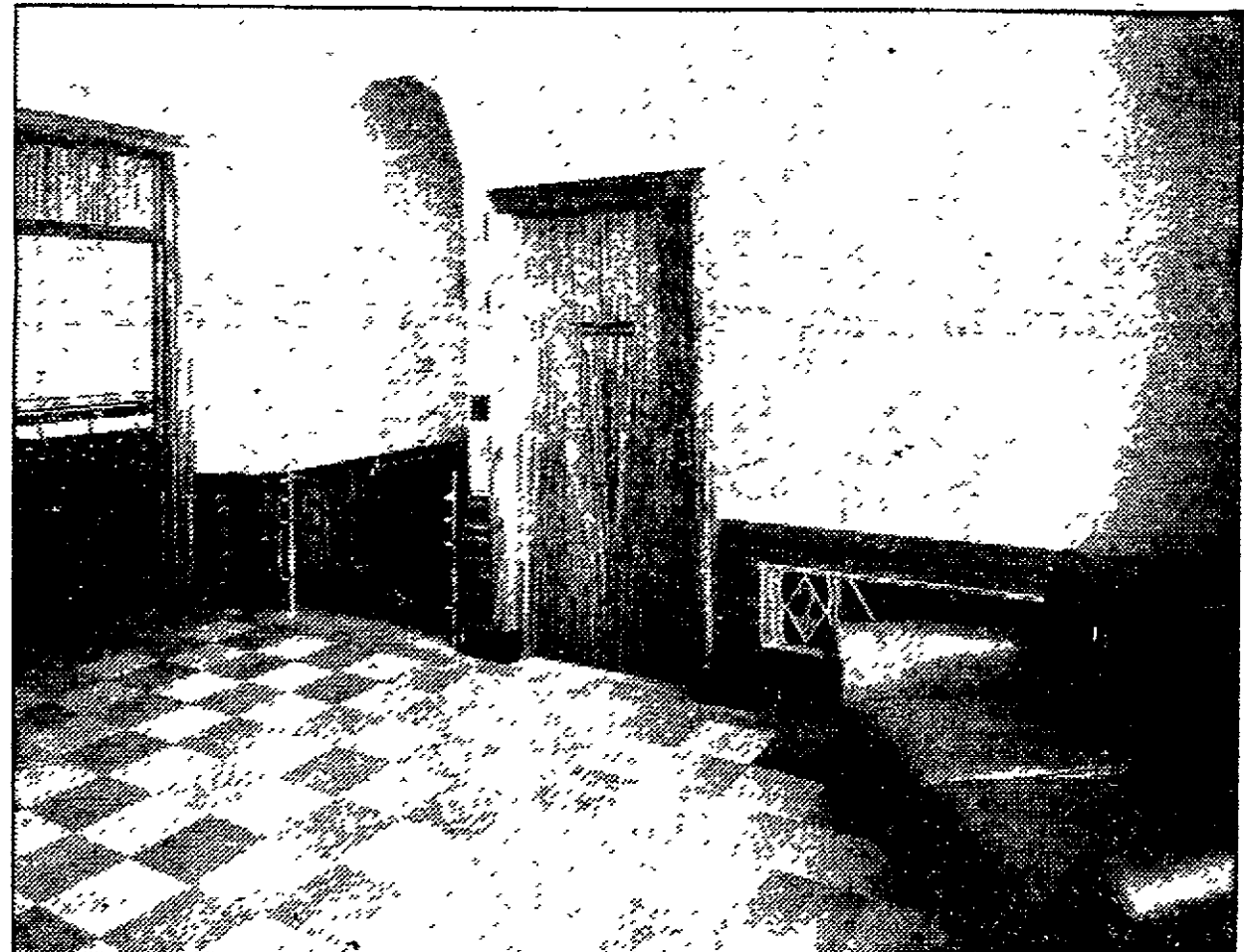
A few days prior to this transaction he sold two dozen eggs, supposed to be fresh, to one of his most steady patrons and was horrified to learn that sixteen of the consignment were so bad they must have been at least two years old. Local dealers are willing to pay 34 cents per dozen for strictly fresh eggs, but the offers of hen fruit as a whole, can't be trusted. (Post, Jan. 4, 1912.)

## Appleton Enjoyed Sane Fraternal Back in '05

Neither the patrol or fire department was summoned yesterday, which is a freak record for these two institutions on the Fourth of July. It is no surprise, in view of the copious rains, that the fire department was not called but just why there was no business for the police is harder to explain. It would seem that there might have been at least a drunk whose condition might necessitate being taken home in the ambulance, but no—not even that. (Post, July 5, 1905.)

**USELESS EFFORT**  
SALESMAN: And never try to sell an encyclopaedia to a bride.  
NEW MAN: And why not?  
"She always thinks her husband knows everything."—Tit-Bits.

# when endurance and beauty are essential



## tile and marble are selected and installed

there is  
no  
substitute  
for  
Marble

Throughout the splendid new Post-Crescent building, wherever their use was practical, tile and marble, supplied by this company, have been used. In every lobby is a floor of lasting marble. Throughout the washrooms and restrooms, marble and tile have been used. All of this material was furnished and installed by Twin City Tile & Marble Company.

To the Post Publishing Company, our confident wish that the material we have furnished will last throughout the life of the building, giving satisfactory, unvarying service.

# TWIN CITY TILE & MARBLE COMPANY MINNEAPOLIS

# Aid Association for Lutherans



In Business Since 1902      APPLETON, WIS.      Licensed in U. S. A. and Canada

## Legal Reserve Fraternal Life Insurance For Men, Women, and Children

Within recent years the business district of Appleton has been improved by the erection of new buildings, including the International Home Office Building of this Association.

Now we extend our thanks and congratulations to the Appleton Post-Crescent for their magnificent new home building and to the City of Appleton for the opening of a splendid new U. S. Post Office building. Both buildings are architecturally beautiful and convenient and in the immediate vicinity of our own office building, which is a circumstance very much appreciated by us and our office tenants.

G. D. ZIEGLER      ALEX. O. BENZ      ALBERT VOECKS      WM. H. ZUEHLKE  
President      Vice-President      Secretary      Treasurer



# No Time Lost In Delivery of Post-Crescent

More Than 15,000 Papers  
Delivered Daily in Ra-  
dius of 40 Miles

Like a huge octopus with its ten-  
acles reaching out over a radius  
of approximately 40 miles, the cir-  
culation department of the Apple-  
ton Post-Crescent carries on its du-  
ties of delivering an average of 15-  
100 papers daily with prompt dis-  
patch.

The daily net paid average at the  
end of the fiscal year on March 31,  
1932 aggregated 15,122, according to  
the annual audit report of the Aud-  
it Bureau of Circulations, Chicago,  
Ill., an international institution. The  
organization certifies publishers  
statements for the protection of the  
national advertiser against any  
fraudulent method in obtaining  
subscriptions.

The Appleton Post-Crescent is  
distributed each night by carriers in  
27 villages and cities. In addition  
there are three other places where  
papers are left at stores to be cal-  
led for by the subscribers.

**Where They Go**  
In the 27 cities and villages, in-  
cluding Appleton, subscribers all  
receive their daily paper at approx-  
imately the same time. These towns  
are located within a radius of 40  
miles and are as follows: Appleton,  
Kaukauna, Little Chute, Black  
Creek, Seymour, Hortonville, Kim-  
berly, Shiocton, Dale, Bear Creek,  
Combined Locks, Sugar Bush, Men-  
asha, Greenville, Menasha, Neenah,  
Waverly Beach, New London, Clin-  
tonville, Waupaca, Weyauwega,  
Eremont, Marion, Readfield, Sher-  
wood, Hilbert and Chilton.

The daily circulation in Appleton  
aggregates 6,400 newspapers. Out-  
side of the suburban territory, there  
is an average of 405 papers deliv-  
ered daily. Suburban territory ex-  
tends as follows: North to Seymour,  
20 miles; east to Outagamie co. line,  
12 miles; southeast to Chilton, 20  
miles; southwest to Neenah-Men-  
asha, seven miles; west to Waupaca  
40 miles; northwest to Marion, 47  
miles, and includes all intervening  
points.

Of the 405 papers delivered out-  
side this territory, 258 are distrib-  
uted in various cities in Wisconsin,  
and 147 are sent outside of the state  
many going as far as the Pacific  
coast, some to the Atlantic coast or  
Gulf of Mexico, and others abroad.  
During the summer months ap-  
proximately 70 cottagers at Lake  
Winnebago are served daily.

The Appleton Post-Crescent em-  
ploys two special carriers who go  
as far as Marion, taking papers to  
Greenville, Hortonville, New Lon-  
don, Bear Creek, Sugar Bush, Clin-  
tonville and Marion every evening.  
Another carrier takes papers to

Mackville, Twelve Corners, Shio-  
cton, Black Creek and Seymour.

Papers going west to Medina,  
Dale, Fremont, Weyauwega and  
Waupaca are sent on buses. Wis-  
consin Michigan Power Co. buses  
deliver papers to carriers at Wa-  
verly Beach, Neenah, Menasha,  
Kimberly, Little Chute, Combined  
Locks, Kaukauna, Sherwood, Hil-  
bert and Chilton.

The Appleton Post-Crescent is

## Here is Circulation Staff of the Post-Crescent



IRVING J. WEISS  
Solicitor



ERBEN KRUEGER  
Supt.-Mailing Dept.



EVELYN RAOTKE  
Subscription Clerk



MELVIN LEOPOLD  
Mailer



HORACE L. DAVIS, JR.  
Solicitor



FRANK G. LEININGER, Circulation Manager



HARVEY WOLFGRAM  
Mailer

sent by mail to 3,450 subscribers on  
rural routes. These papers are ad-  
dressed on an addressograph,  
which stamps the name and address  
directly on the paper. The papers  
are tied into bundles and are sent  
to the various postoffices for dis-  
tribution. Plates for the addressograph  
are corrected each day.

The mailing room schedule is  
worked every day, so there will be  
no hitch when the "big rush" starts  
in the afternoon. Bundle wrappers  
are laid out on tables with address-  
es, number papers on each  
bundle. The papers are mechanical-  
ly counted in bunches of 50 as they  
leave the press.

Five telephone lines are scarcely  
sufficient to handle the influx of  
calls when for some reason or other  
subscribers don't get their papers at  
the usual hour. Perhaps something  
has gone wrong with the presses—  
the hour when the papers should be  
in the mail boxes or on the porches  
of subscribers has passed—and im-  
mediately the switchboards in the  
Post-Crescent office are lighted up  
like a Christmas tree.

Then for the next hour or two  
switchboard operators are heard  
repeating the same message over  
and over and over: "The papers are  
late. Your carrier boy is now on his  
way."

## Honesty is Only Policy to Make Advertising Pay

Advertising Manager Of-  
fers Suggestions for  
Writing "Copy"

BY RALPH GEE  
Advertising Manager

The purpose of advertising in the  
first and last analysis, of course is  
to sell merchandise. It is mer-  
chandising news, it is the medium  
through which the merchant tells  
the buying public what he has to  
sell and the medium through which  
he endeavors to create a desire for  
this merchandise.

The elementary rules of news-  
paper advertising tell us to make a  
layout which will attract the eye  
of the reader. Secondly to arrange  
the sub-head or lead so it runs  
easily into the thought of the text or  
reading matter of the advertise-  
ment. Third, arrange and word the  
message in a style and manner  
which will make it easy and inter-  
esting for the reader to follow  
through. The net result of this pro-  
cedure should be in due time (depend-  
ing of course on the nature of the  
article being advertised) create a  
desire on the part of the readers  
to see the article itself.

Now, to successfully do what  
these elementary rules tell us—let's  
try to find out what newspaper ad-  
vertising is. A great number of  
people have an idea that newspaper  
advertising—the successful kind  
which brings the readers to the  
advertiser's place of business—is a  
sort of black magic or something  
rather intricate and the work of  
experts. This of course is an  
erroneous idea for there's no work  
of the magician about newspaper  
advertising. It's just interesting  
news from store, shop, factory or  
whatever the case may be, couched  
in the plainest of English language  
in a simple, direct, forceful way.

It is a message for a great un-  
seen audience of newspaper read-  
ers, what is considered good news  
for them, and it is told in the man-  
ner just outlined and the name of  
the merchant is signed to it.

This business of writing a news-  
paper advertisement and then sitting  
back and saying in a smug, satisfied  
way "There's a swell ad if I do say  
it myself," doesn't mean a thing.  
Remember, that's one opinion—  
what is wanted is the favorable  
opinion and reaction of newspaper  
readers. Newspaper advertisements  
are written so readers like to read  
them, they will come to your shops  
and stores to buy the merchandise.  
If I were addressing this article  
to advertisers I would make these  
suggestions:

"Be brief and to the point in your  
newspaper advertisements. Don't  
ramble all around in your state-  
ments. Don't use a lot of promiscu-  
ous, unnecessary adjectives. Tell  
your story just as conversationally  
as you possibly can, by that I mean  
make it as natural as you can—you  
know, tell them about your new  
frocks, your radios, your electric  
refrigerators, your party slippers in  
just such a way as you would if  
you had your newspaper readers  
right in your own sales rooms.  
That's the kind of advertising that  
goes over—the sort of newspaper  
advertising that's read, you are  
being natural, just yourself, and  
your style isn't at all stilted or  
cramped."

"Don't be bombastic and prone to  
exaggerate in your statements and  
claims about your merchandise. Re-  
member, the picture you draw for  
your newspaper readers in your  
newspaper advertising must be sub-  
stantiated in the reality in your  
places of business. If you have some  
slow moving merchandise during  
your different seasons (and I guess  
you all have) put a price on these  
so-called white elephants and get  
them out of your stock and convert  
them into cash. It's much more ad-  
visable to do this at the outset than  
it is to continue to spend good  
money advertising them at a price  
slightly lower than the original  
erroneous idea for there's no work  
of the magician about newspaper  
advertising. Your advertising losses  
its pulling power and when you get  
it all through you usually have the  
slow moving merchandise on hand.  
This the much discussed comparative  
force one of the biggest evils of  
present day advertising. My advice  
is to steer clear of it. Today, you  
are dealing with a fast-thinking, in-  
telligent public, a public which  
keeps itself well informed on the  
prices of merchandise in your  
store. Your public's habits, styles,  
customs, likes and dislikes change  
almost over night. It's up to you  
to keep on your toes, talk plainly  
to your newspaper readers and en-  
deavor to tell them about merchan-  
dise that is reasonable and things  
that are popular and in vogue. If  
your purchases have been right, in  
the majority of cases you will usu-  
ally be going with the current and  
newspaper readers will be interest-  
ed in your messages. Advertise con-  
sistently in your newspaper or  
newspapers, don't stir up the rip-  
ples of interest on the pond of  
newspaper reader interest and then  
allow them to die down—keep these  
ripples of reader interest alive by  
carefully prepared, timely, fre-  
quent advertising messages to your  
newspaper audience and above all  
—be honest with them always."

Under the direction of Frank G.  
Leininger, circulation manager of  
the Appleton Post-Crescent, these  
people are responsible for the de-  
livery of this newspaper to its fif-  
teen thousand readers scattered all  
over the United States.

**ONE CONDITION**  
CHILD: Daddy, when I am grown  
up can I do what I like?  
FATHER: No, my son—not if  
you get married.—Frankfurter Il-  
lustrated, Frankfurt.

# INSURANCE COSTS WERE REDUCED

In Construction of The Post-Crescent and Post Office Buildings Through Employers Mutual Policies  
The Tapager Construction Co. (Contractor for Both Buildings) is a Policyholder  
The Appleton Post-Crescent is a Policyholder

COMPLETE INSURANCE PROTECTION AND SERVICE IS AVAILABLE THROUGH THESE FORMS

## AUTOMOBILE INSURANCE (Full Coverage)

Employers Mutual Automobile  
Policy was devised with the one  
express object in view of provid-  
ing for policyholders a better  
automobile policy than is avail-  
able from any other company.

You are invited and urged to make a point  
by point comparison of this policy with any  
other automobile policy which you can  
secure.

Complete Protection is available through  
this modern policy, especially suited to  
present day needs.

The cost is materially reduced through di-  
vidend payment. The present rate of di-  
vidend is 25%.

## WORKMEN'S COMPENSATION (Non-Assessable)

The real feature of this policy is the acci-  
dent prevention service which goes with it.

The Employers Mutual Engineering De-  
partment has had outstanding success in  
reduction of accidents with resultant reduc-  
tion in cost through experience rating  
credit.

More than 40% of all compensation insur-  
ance in the state of Wisconsin is written in  
the Employers Mutual.

There is a saving to policyholders of 10%  
in initial rates plus dividend return. The  
present rate of dividend is 12½%, making  
a net saving of 21.25%.

## PERSONAL ACCIDENT (For Select Risks Only)

Employers Mutual issues personal accident pol-  
icies in two forms — a full coverage form and a  
limited form covering automobile accidents only.  
If you can qualify as a select risk you should in-  
quire for a detailed description of the extremely  
liberal provisions of either or both of these  
policies.

The cost is reduced through dividend return.  
The present rate of dividend is 20%.

## PLATE GLASS

Employers Mutual Plate Glass policy offers an-  
other opportunity to reduce insurance cost. This  
is a standard plate glass policy issued only to ac-  
ceptable risks with the objective of maintain-  
ing a dividend return to policyholders of at  
least 25%.

## PUBLIC LIABILITY (Specific Forms)

Employers Mutual writes all the various  
forms of public liability insurance, includ-  
ing the following:

Manufacturers'  
Contractors'  
Owners', Landlords' and Tenants'  
Garage  
Elevator  
Teams  
Products  
Owners' Protective  
Contractors' Protective  
Golf

These policies contain unusual features for  
the protection of policyholders.  
The cost is reduced through dividend re-  
turn. Present rate of dividend on all pub-  
lic liability policies is 25%.

## PUBLIC LIABILITY (Full Coverage)

Employers Mutual Option Full Coverage  
Public Liability Policy is alone in its field.  
There is no other policy available like it.  
This policy is intended for the policyholder  
who normally would have several forms of  
public liability insurance in order to cover  
various hazards of his operations.

Through this policy gaps and overlaps are  
eliminated. In one policy are included  
manufacturers' or contractors' public li-  
ability, products' liability, elevator liability,  
non-ownership automobile liability, teams  
liability, owners' or contractors' protective  
liability, side-track contractual liability and  
other contractual liability.

Present dividend is 25%.

Also Direct Connections for Writing —  
FIRE — TORNADO — FIDELITY and SURETY BONDS — BOILER and MACHINERY — CARGO  
INLAND MARINE FORMS — BURGLARY—AND OTHER LINES

A FULLY EQUIPPED BRANCH OFFICE IS MAINTAINED IN APPLETON FOR FOX RIVER VALLEY

SPECIALISTS IN

Complete Protection  
Insurance

EMPLOYERS  
MUTUALS

WAUSAU, WISCONSIN

APPLETON BRANCH OFFICE: 317 INSURANCE BUILDING

PHONE 3264

LEADERS IN

Accident Prevention  
Service

A. FINLAY  
Residence Phone 4090

E. A. WHITE  
Residence Phone 5387

H. T. NOLAN  
Residence Phone 139

R. J. WHITE  
Residence Phone 1704

E. E. ZIEGLER  
Residence Phone 5396

MARK BELANGER  
Residence Phone 5596





With Genuine Professional Pride,

*we add to the roll of fine buildings  
we have designed --- the new*

## APPLETON POST-CRESCENT BUILDING

*Formally opened tomorrow, at nine o'clock  
in the morning, to a public which  
has waited anxiously for this  
important event in  
Appleton's History*

FROM the dreams, vision and experience of the architect — working with the builders — have come the buildings of today. We find, in the new Post-Crescent Building, the realization of our desire to design and plan a structure which, while exhibiting a breath-taking beauty, would at the same time become the working place where the newspaper of an energetic city could best be published.

Here, on the eve of its formal opening, is our one wish: may this building adequately and efficiently serve the purpose for which we designed it. The realization of that wish, we believe, means success.

# Foeller, Schober and Berners

ARCHITECTS

H. A. Foeller

M. W. Schober

E. H. Berners

Noel Safford

Clarence Jahn

GREEN BAY



# Time Makes Change in Appearance of Newspapers

## Must Keep on Telling Story To Get Result

## National Distributors Know Value of Con- sistent Advertising

"You can't advertise today and quit tomorrow. You're not talking to a mass meeting. You're talking to a parade." These sentences written by Mr. Bruce Barton, a foremost economist and one of the founders of Barton, Barton, Durstine and Osborne, Inc., one of the

largest advertising agencies in the United States, concisely states the reason for the expenditure by national manufacturers of more than \$205,000,000 for national advertising in newspapers during the year 1931.

There are three divisions of the advertising department: on practically every newspaper of any size. There are the local display department: the classified department and the national department. This article will touch only the activities of the national advertising department.

National advertising, to define it, is all advertising authorized and paid for by the manufacturer or distributor of a product which is sold to the general public through one or more outlets not owned or controlled by the company paying for the advertising and which has a sales appeal not limited to any one market. From this definition it can be seen that advertisements for such products as automobiles, tobacco, electrical refrigerators, oil and gasoline, etc. come under the national advertising classification.

### Has Definite Place

National advertising has a very definite place in the life of each and every individual. It lets all of the people know—now—what considerable numbers would find out by word of mouth ten years from now. In so doing it makes possible convenient and higher standards of living for everyone. When a new product or appliance is produced national advertising places it before the attention of the general public immediately. This results in an ever-increasing volume of this new product being sold. With this increased sales volume, and resulting increased production comes a lowered selling price due to manufacturing economies effected through larger scale production. It can thus be seen that without this national advertising the selling price of this new product would have remained for a considerable period of time at least too high for the pocketbook of the average family. National advertising brings a new world to everyone's doorstep.

**Creates Confidence**  
In addition, national advertising has brought confidence in buying. When a new product is manufactured it is generally put out on a trial basis at first. After it has been on the market in this experimental stage it is often found necessary to make certain changes in it before it is of acceptable quality. Then, after it has passed through this experimental stage and only then, does the manufacturer say, "Now we can advertise it." When the buying public sees a product consistently advertised it can be

quality and quantity of the manufacturer vouchers for the sincerity of the statements made in the advertisements. National advertising has established standards, established buying confidence. One may buy a product nationally advertised with perfect confidence that the quality of the article will be identical with the last piece of the same merchandise which he purchased, anywhere from Maine to California. There is indeed a great volume of work and effort involved in buying more than \$125,000,000 worth of newspaper space, the amount which is bought annually in the United States in 1931. Practically all of this work is now centered in the hands of what are termed advertising agencies. Advertising agencies, like all other businesses, are of all different sizes, ranging from a small organization of a few people up to the

These agencies, which are located all over the world. These advertising agencies, of which there are more than 3,500 in the United States, in many instances handle the entire work of preparing plans for introducing the products on the market, preparing the copy, selecting the advertising and later paying for it. They in turn of course are reimbursed by the manufacturer of the money expended and in addition receive a commission from the publications to whom they have issued advertising. In other instances the manufacturer's agents may be a factor in the selection of markets in which the advertising is to be released as the manufacturing company will have an advertising department which has prepared the "copy" as advertisements are term-

### The Contact Man

The operation of an advertising agency is an interesting process. While there may be hundreds of employees in the organization, generally only one member of the group handles practically all the planning and preparation for the particular manufacturer which he is servicing. This man, or it is oftentimes a woman, is called a "contact man". He maintains the contact between the advertising agency and that particular manufacturer. Each advertising agency has several "contact men," the number

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The misfortunes or misdeeds of young men and women are recorded in all our newspapers and magazines, and the public concern in any instance where it is free to exercise an opinion under the laws passed in this regard by the Legislature.

The caution is applied not only

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# Carriers Get Training for Business Life

Every Post-Crescent Carrier is a Business Man In His Own Right

Through heavy snows and frigid weather, under summer's torrid skies, day in and day out as regular as the clock, 66 Appleton Post-Crescent carriers perform their job. True there are lapses in service, but there are relatively rare compared with the large number of subscribers to be served everyday, the number of misses is almost negligible.

The steady performance of this small army of newsboys constitutes a real record. Approximately 6,400 copies of the Appleton Post-Crescent delivered in this city every day by the youngsters and the average daily complaints from subscribers are a small fraction of 1 per cent.

**Learn Life's Lesson**

What a lesson these smiling, lively youngsters are learning—the lesson of reliability. These men of the future in the course of their daily duties are assimilating rich business acumen. It is this lesson, learned on a newspaper route, that has resulted in the advancement of many men who occupy exalted positions in life. Without it a boy doesn't remain a carrier long, and a man doesn't get far in life.

Many of the Post-Crescent carrier boys of former years are well placed today, and many are recruits in other fields of newspaper work. Some are reporters, others linotype operators, and others advertising solicitors.

The majority of Post-Crescent carriers attending the public and parochial schools, and many of them pay for their own clothes out of their earnings. Others pay their own membership fees to the Y. M. C. A., or use a portion of their earnings to defray their Boy Scout expenses.

When service fails—the circulation department maintains a special service for the delivery of papers to subscribers who have been missed. A clerk remains in the office each evening to take care of the "misses."

**Held in Family**

Several newspaper routes have interesting histories. Some have been held in individual families for as many as 10 years, brothers handing down their duties to younger brothers, and down the line, until the youngest member of the family has taken over the work.

Other routes have been kept in the neighborhood "gang" over a period of long years, passing between various families.

Boys enrolled in the carrier army of the Appleton Post-Crescent are as follows: Henry Doerflinger, Melvin Anderson, Parker Schultz, Wesley Schneider, Roy Schmidt, Edward Mitchell, William Keopke, Martin Voigt, Wilbur Prink, Elmer Ruth, William Dutcher, Clarence Ehke, Norman Schabo, Leon De Groat, Melvin Wolgram, Kenneth Zschnecker, Leo Parker, John Hancock, Henry Tatro, and Arnold Kriehm.

Others are as follows: Frank Zahrt, Edward Leitz, Karl Jantsch, Wesley Stauder, Elmer Helms, Lester Schmidt, Gordon Mignon, Jack Kettenhoven, Bernard Plutchek, Joseph Grieshaber, Fred Stoffel, Gustave Filz, Orville Lorenz, Norman Lietz, Robert Otto, George Frederick, Earl Mollet, Edward Ponschock, Harold Deprey, Kenneth Van Ryzin, Robert Stroch, Lawrence Van Ryzin, Stanley Tesch, Norman, Parker, Schultz, Wesley Schneider, Roy Schmidt, Edward Mitchell, William Keopke, Martin Voigt, Wilbur Prink, Elmer Ruth, William Dutcher, Clarence Ehke, Norman Schabo, Leon De Groat, Melvin Wolgram, Kenneth Zschnecker, Leo Parker, John Hancock, Henry Tatro, and Arnold Kriehm.

## Hammer and Punch To Correct Proof

Only Six Characters on Typesetting Machine For Braille Printing

Louisville, Ky.—Louisville has a printshop such as is found nowhere else in the United States. Its books for elementary grades weigh fifteen pounds; its type setting machines have only six keys as compared with the 90-odd combinations possible in the average type setting machine, and a hammer and nail punch are the tools of the proofreader. Miss Susan B. Merwin, superintendent, says all this is true, and she probably knows.

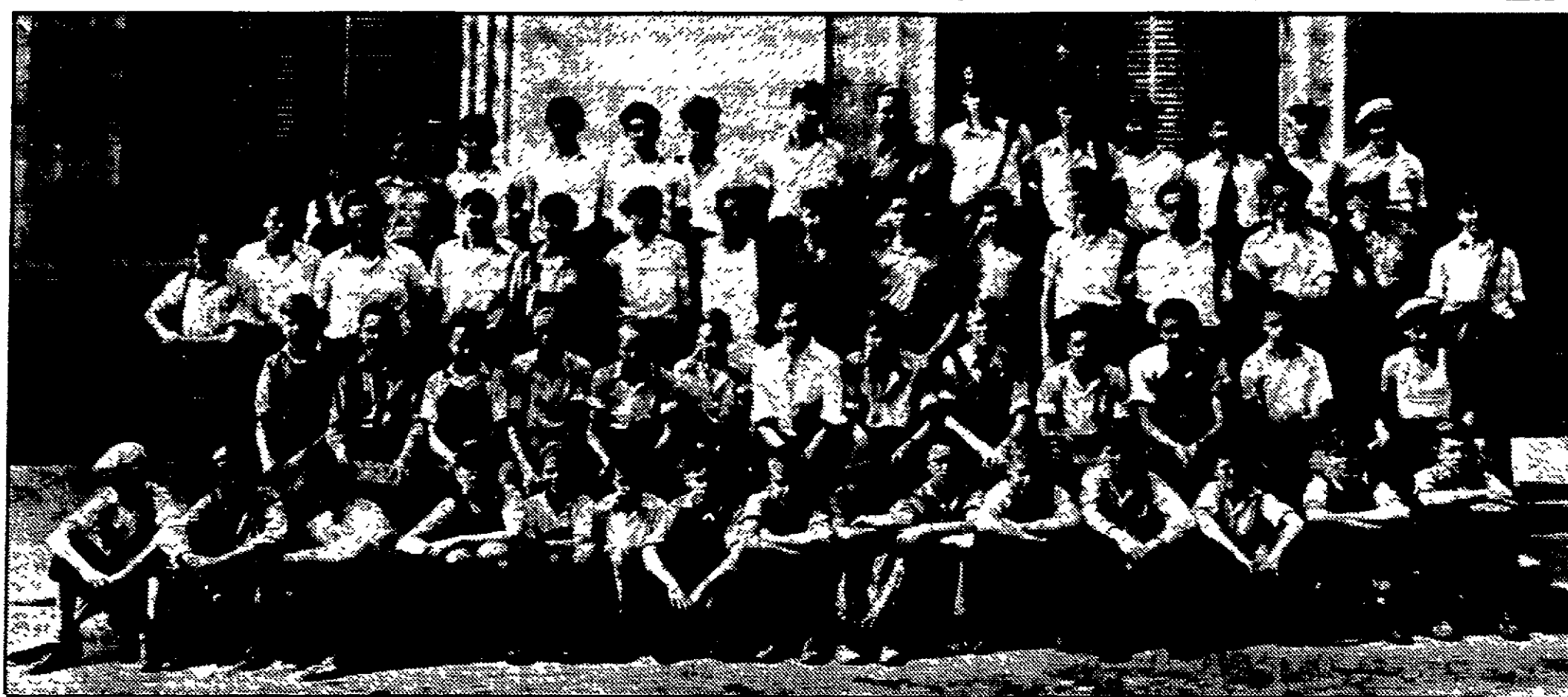
The publishing house with these queer devices is the American Printing House for the Blind, and because of its publications thousands of blind persons read what otherwise would not be available to them.

The federal government pays the house \$50,000 annually, and for this amount books are provided for 86 schools for the blind throughout the country. As an indication of the volume of work put out by the house, the report for the last fiscal year shows that 3,488,786 pages of printed matter and 12,539 bound volumes were produced in addition, 4,211 pamphlets and 1,044 copies of musical selections were printed.

The type setting machines have only six keys because the alphabet for the blind comprises six points or dots, with each letter consisting of one to six dots, in different combinations.

Sheet brass is used in the machine; the works being punched in the metal. The plates go from the machines to the proof reader, who removes all mistakes with a hammer and nail punch. Plates are then sent to the press room, where they are placed on

## Here are the Boys who Deliver the Post-Crescent in Appleton



This group of hustling young businessmen is responsible for daily deliveries of the Post-Crescent to its subscribers in Appleton. Every night, rain or shine, summer and winter, they are on the job and many a successful businessman in later life learned the valuable lessons of perseverance and endurance while delivering newspapers.

## Advertising is Most Effective When Consistent

National Advertisers Appreciate Need of Constant Publicity

Continued from page 17

depending on the number of manufacturers whose advertising activities they are handling.

While the "contact man," generally speaking, is practically the only one from the advertising agency to have direct contact with the manufacturer, still the entire organization of the agency is involved in carefully handling the advertising of that account. After the "contact man" has arranged with the executives of the manufacturing company regarding the amount of money which they wish to spend and the general territory which they wish to reach with their advertising he then goes into conference with his associates at the agency. He will confer with the "art" department regarding the illustrations and pictures, and with the "copy" department regarding the reading material for the advertisement. He will confer with the "production" department regarding the preparation of the plates and matrices, from which the advertisements in the newspapers are printed, of the advertisements which the "art" and "copy" departments will prepare. He will confer with the "space buying" department which decides which markets they will cover with the advertising and which newspapers will be used. In addition to all this there are many other departments in a modern advertising agency which have a definite part in each advertising program. It can be seen from this that the preparation of a present day national advertising campaign, as a series of advertisements is called, is a task requiring the co-ordination of many different people and departments.

**Newspapers' Part**

There are as many different methods of preparing and handling a national advertising campaign as there are manufacturers who are advertising their products. However, no matter what may be the method of preparing the plans for the advertising, the newspaper has a definite part in the picture. This part is the work of the national advertising department of each newspaper. This work is divided into two separate fields: Merchandising cooperation rendered manufacturing using national advertising in the newspaper and bringing new national advertising into the columns of the newspaper.

It is naturally the desire of the manufacturer and the advertising agency to place this advertising in newspapers where it will be read by the greatest number of people who have the ability to purchase the product advertised. To select these cities and newspapers is a task involving a careful study and analysis of various market and circulation factors. It is naturally the work of the national advertising department of each newspaper to present the facts pertaining to the market which it covers in a light which will make it appear in its most attractive light. This is the work which is termed "selling" national advertising. Figures must be gathered showing the ability of the people who read that newspaper to purchase different products. This "purchasing ability" as it is termed, is indicated by bank deposits, industrial employment and wage levels, new building construction, population growth, industrial and retail activity—in fact any information which demonstrates that this particular territory is progressive and that the buying public is responsive to sales appeals. An advertiser is interested in what results, translated in terms of sales, he may expect from his advertising if it is published in that particular newspaper.

**Different Type of Selling**

The selling work of the national

cylinder presses, which use paper that has been immersed in water for 24 hours so that textures will not be torn.

## Correspondents for the Appleton Post-Crescent



## Little Thought In Early Day Ads

Newspapers of Past Were Battlegrounds for Advertisers

Continued from page 17

adopted later by American newspapers. This new policy led to a refinement of newspaper advertising, which furthered the artistry of advertising as well as its content.

**Wise-Cracking Ads**

In the early days of advertising humor took the form of wise-cracking in the present day for such articles as soap, wines and whiskies. One particular brand of whiskey, Underoof, might have been called a forerunner of the modern advertising campaigns that follow one trend of thought throughout a season. Written in a sing-song jargon the various ads centered humorously around well-known people of the day and went something like this:

"General Wheeler is white and old. A war scarred veteran he. Old Underoof Rye is his battle cry, Three cheers for the Land of the Free!"

Several days later the sing song attacks Paderewski who attracts friends with his 10 fingers while it only takes two fingers to make friends with the rye. The advent of Sapolo on the market brought about these remarks in small ad space "Brevity is the soul of wit: Good wife you need Sapolo."

About 1900 came the beginning of factory made biscuits, Gold Dust invaded the Appleton territory and Castoria made its appearance. "Want adlets" was the name of the wanted column.

These and golf activities are the only forerunner of modern advertising that are left. As early as 1899 the Daily Post carried an advertisement for the official bulletin of the United States Golf association, a monthly magazine "devoted to the American Golf Fraternity."

advertising department differs from that of the local display advertising department in this respect. When a member of the local department has certain information or sales ideas which he desires to present to an advertiser he may walk to that merchant's place of business and talk with him. When the national advertising department desires to interest an advertiser in placing his advertising in the Post-Crescent it is necessary to put in a letter to either the advertising or sales department of the manufacturer, the advertising agency or the distributor of that particular product for this territory. All general information regarding the "purchasing ability" of the Appleton Market, information regarding the distribution—number of stores in which it is for sale—of the product and how it compares in sales volume with competing products (this information is obtained through the survey work done by the national advertising department) and facts regarding the circulation of the Post-Crescent and the extent of the territory in which its readers reside. If the company which acts in the capacity of distributor for this particular product in this territory is located in Milwaukee, as is quite often the case, a representative of the national advertising department will make a personal call on that firm in an effort to convince them of the desirability from a

sales standpoint of advertising for that product in the Appleton area through the columns of the Post-Crescent and have them recommend to the manufacturer that this advertising be published in this newspaper. This constitutes a very brief outline of the selling activities of the national advertising department of the Post-Crescent.

The other field of activity of this department is that of rendering merchandising cooperation to manufacturers who are advertising their products in this newspaper or who are preparing to do so.

If a product is on a nature that it can be sold, and the buying public can expect to purchase it, in a great number of stores, it is necessary that these stores have the product in stock to supply the demand for the product created by the advertising in this newspaper before such advertising can be productive for the manufacturer. If the advertising is published, housewives read the advertising and call for it at the store and are unable to purchase it, the money spent by the manufacturer for that advertising is wasted. For this reason it is necessary to have adequate distribution of a product in the stores of this city and surrounding territory before it can be profitably advertised in the Post-Crescent. It is the work of the national advertising department to assist manufacturers in obtaining distribution.

Sales representatives of manufacturers securing distribution of a new product in this area are introduced by a representative of this department to local wholesalers and to the more important retail stores. In addition, when the advertising is ready to be published this department notifies the retail stores so they may benefit to the greatest extent from this advertising by displaying it prominently in their windows and on their counters. Also, manufacturers often desire, after their advertising has been appearing in the Post-Crescent for a time, to know how the sales of their product compares with the sales of competing products. The national advertising department will make an investigation among the stores to obtain this information. These facts are turned over to the manufacturer without charge as this is one of the services accorded national advertisers in this newspaper. In addition there are many other services which are rendered as part of a general policy of assisting national advertisers in the Post-Crescent to secure the greatest possible sales results from the advertising which they have placed in this newspaper.

Especially during current times, when national manufacturers are seeking to make their advertising dollar produce greater and greater results, is the local daily newspaper with accurate knowledge of local market sales factors and localized merchandising assistance, becoming more and more preferred by national advertisers for productive national advertising.

**FELL RIGHT IN**

"Yes," said Freeman to his friend. "I started out in life with the theory that the world had an opening for me."

"And did you find it?" asked the friend.

"Certainly did. I'm in a terrible hole now."—The Humorist.

More than 25,000 persons in India have died from snake-bites in the past year in spite of treatment given by district dispensaries.

Above is a group of Post-Crescent correspondents on a recent inspection trip through the new building. Reading from left to right, front row, they are: Roger LaBerge, Kimberly; F. E. Rideout, Hortonville; Mrs. R. J. Pingel, Stockbridge; Mrs. D. J. McCully, Shiocton; Mrs. Oscar Nelson, Leeman; Miss Vernice Snell, Isar; Miss Muriel Gunderson, Leeman; Mrs. Joseph Leyrer, Clintonville; Miss Margaret Sweet, Medina; Mrs. N. J. Olson, Sherwood; Mrs. Frank Larkee, Weyauwega; Allen Walch, Manawa; Raymond Maunhe, Kimberly; V. W. Zierke, state editor of the Post-Crescent.

Back row, left to right: Miss Lettie B. Ritchie, Royalton; Mrs. J. W. Corneliuss, Oneida; Mrs. R. H. Sander, Black Creek; Mrs. George Ohm, Cicero; Mrs. M. E. Rideout, Hortonville; Mrs. Zita Garvey, Freedom; Nick Bruhl, Sherwood; Henry Hupfaut and Mrs. Hupfaut, Darboy; Miss Helen Dieckrich, Hilbert; Mrs. A. L. Fritsch, Dale; Mrs. P. C. Battis, Bear Creek.

## Old Time Reporters Let Imaginations Run Wild When News Was Scarce

BY EDWARD P. HUMPHREY

The daily issue of The Post was established in 1883, two years before I went to it. During those years Frank S. Bradford and Walter Goodland were reporters. Then came Charles J. Winsay, Ralph Pomeroy, Howard Wood, George Stansbury, George Kull and the present managing editor John R. Riedl, all faithful, capable men. Besides these there were others for short periods or special duties. For a good many years Hugh Pomeroy was compositor and make-up man for The Post. Doubtless both Hugh and Ralph inherited some of their writing ability from their father, Col. Henry Pomeroy, a professor at Lawrence College, who used to write editorials for the Appleton Post-Crescent. Hugh was at that time and doubtless still remains an exceptionally well-posted man upon political matters, including national, state and local candidates for office, knowing them all by name and having at his finger ends what they were running for, and all details about their principles and past political history. Naturally such a man was invaluable in a newspaper office "on election night," so every time election night came, Hugh, while keeping an eye on things in the composing room, moved into the editorial room for his principal activities, and every piece of copy arriving by telephone or otherwise passed through his hands to find its proper coordination and place in the paper. For many years after Hugh left the employ of The Post, he used to come to the office on every election night and take his old place at the desk, whereupon the rest of us would heave long sighs of relief at responsibility lifted from our shoulders, knowing that Hugh would make no mistakes and that the news would be accurately presented in the morning.

**The Three Grenadiers**

It will be interesting to recall here something about the activities of the three news grenadiers Paul Benjamin, James Daffer and Karl Stansbury, who, thirty-odd years ago, with the office of The Post as a base of operations, made forays upon the surrounding country, bringing in elusive will-o'-the-wisps of news, which under their expert treatment were transmogrified into spectacular realities (or seemingly so), which brought Appleton and its vicinity to the fore in the nation much as did the efforts back in the '80's of that extraordinary newspaper correspondent who operated out of Tombstone, Arizona. These boys were free-lancers, in a way, depending to a large extent upon outside papers as patrons. They queried metropolitan newspapers when they had a piece of news to sell, giving a hint of what the news was and asking how many words were desired. Daffer and Benjamin were "ministers' sons," which of course was no disqualification for their activities, and as for Karl—well, lots of people who will read this know that Karl still can tell a story with out permitting it to lose anything in the telling! I am not going to say much about Karl for the reason that a charge of favorable prej-

udice might lie against me. But I can say what I like about Jim and Paul. I shall not assert that the personalities of Benjamin and Daffer were entirely unopen to criticism, but they certainly had many worthy and attractive qualities. Daffer was a most cool and resourceful person in any emergency. While it is not in any measure indicative of his writing ability, it tells something about him to say that he was a wonder in the deep woods, through whose trackless spaces he made his way like an Indian. He could improvise shelter and bed for the night, and I am tempted to say, such was his prowess, that he could produce fire without matches, catch fish without tackle and get game without a weapon. Benjamin was one of the cleverest writers of his kind of stuff who ever touched a pen. He possessed a vocabulary of fantastic words that made Tom Reid's vocabulary hide its head in shame, and his genius (no less), for stringing these words together, created grotesqueries (how's that for a word?) that would make a horse laugh. For a time he covered baseball for The Post, and his write-ups were a big feature of the paper.

**Grenadier Ghost Stories**

I wish I could remember more of the stories the three grenadiers sent out. Two of them come back to me. During the Spanish war the whole country one day quivered with excitement over the report published prominently in many metropolitan papers, that mysterious lights had been seen the night before moving about in the sky above Appleton. At that time airplanes and dirigibles were unheard of, but the story hinted that enemy balloons were making observations preparatory to losing some dramatic destruction upon the territory below. At that time I was correspondent for a staid and conservative New York daily, that usually didn't ask me for anything oftener than once a year. But next morning I got a wire from it saying: "Rush two hundred words describing exactly what was seen in your sky last night." I have forgotten now what I replied, but obviously I must have been in a tight corner.

**Dear Old Dobbin**

The other story was a hair-raiser, starting out in a mild mannered way, developing with plenty of sob-stuff and finally ending in a big explosion. As well as I recall it, it appeared that some farmer residing in the vicinity of Appleton had a horse which had been a family pet for years without number. This horse was far advanced in the year and yellow leaf, his grinders were just about worn out so that he was becoming weak from inability to chew his food thoroughly. It appeared necessary to the sorrowing family that he should be painlessly put away (here follows some of Jim's best sob-stuff). But the question is how shall the deed be done in the most effective and humane way? The farmer after appropriate thought tells the family he has a plan and

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# CONGRATULATIONS--

To The Appleton Post-Crescent On The Completion Of Its Modern New Building

To The City Of Appleton On The Completion Of The New Postoffice

A building is no better than the material from which it is constructed. Good buildings deserve good building materials... the very best Building Materials obtainable were used in the beautiful new Post-Crescent Building and in the new Post Office. We are mighty proud of the small part we have had in the erection of these two structures. For over 54 years we have been supplying the people of Appleton and vicinity with High Quality Building Materials. When it comes from Marston's... you are sure that it is the very best.

It is with a not undue amount of pride that we point to our small part in the erection of the new POST-CRESCENT and the new POST OFFICE as we furnished the BUILDING MATERIALS for these two new structures

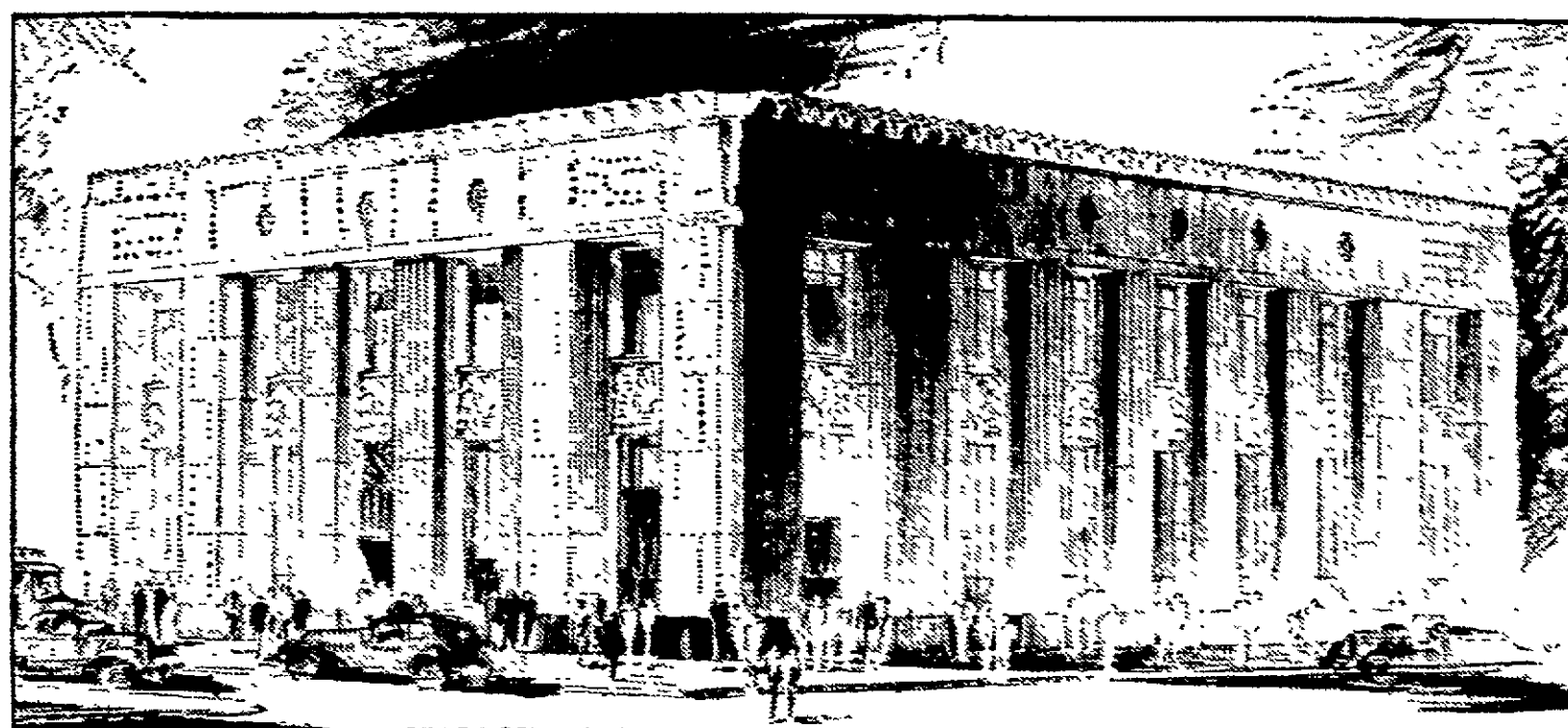
# MARSTON Bros. Co.

ESTABLISHED IN 1878

540 N. Oneida St.

Phone 67 or 68



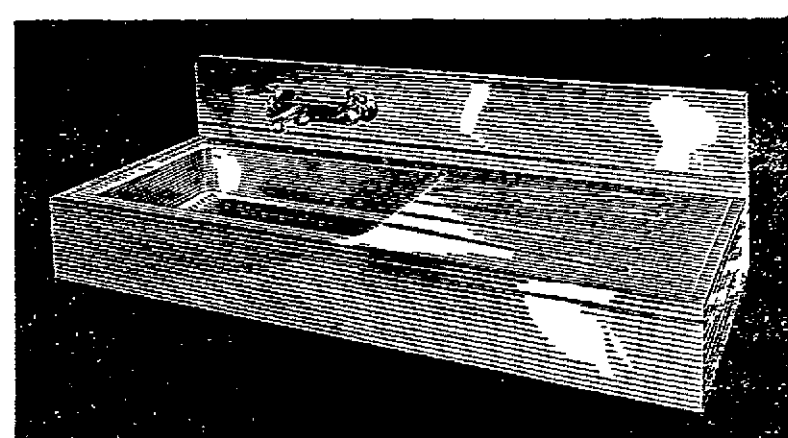


Hidden Away Yet Tremendously Important

# PLUMBING

In The New Post-Crescent  
is Designed for Efficiency!

## Genuine Monel Metal "STRAITLINE" Sinks



Priced to sell from

**\$68.00**

Now you can buy a Monel Metal sink for as low as \$68.00. Prices for the new "Straitline" \*Monel Metal Kitchen sinks are approximately 50 per cent lower than any previous Monel Metal Sink Prices. These beautiful sinks now cost practically no more than ordinary sinks.

Trade Mark

Monel Metal sinks are the only sinks that bring you all these features:

1. Rich, lustrous beauty, with a neutral silvery tone that blends with all kitchen colors.
2. Simple, straight, space-saving lines that give 31% more usable working surface.
3. Rust-proof, corrosion-resisting surfaces that are easy to clean and keep clean.
4. Steel-like strength...no coating to chip, crack or wear off.
5. Sound-deadened construction that subdues dish-washing clatter.
6. Resilient, shock-absorbing surfaces that cushion china against breakage.
7. Standardized models and sizes for every kitchen, in the lowest prices metal sinks ever manufactured.

Anyone erecting a building must trust the honesty and integrity of the plumber in installing good materials and doing his work well. Plumbing is generally concealed and this is why people are forced to trust a plumber to do his work honestly.

*The Health of the Occupants  
of a Home, Office Building,  
Factory or Any Structure  
Depends Upon  
GOOD PLUMBING*

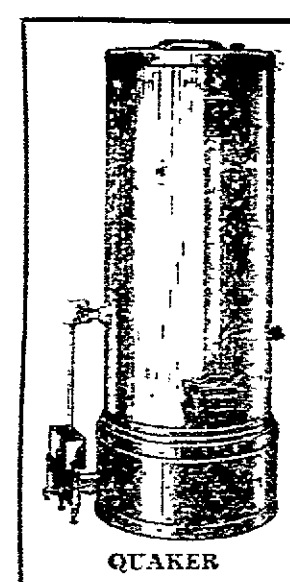
Our growth has been due solely to giving our clients a little more than they pay for. Plumbing well done gives satisfaction to the buyer as well as to the plumber and we aim to serve well the people of Appleton and community.

### THE PLUMBING AND DRINKING WATER SYSTEM

In the New POST-CRESCENT Was Installed By  
**RYAN & LONG**

Enjoy Hot Water at  
New Low Costs

Save  
**50%**



QUAKER

ON OPERATION OVER YOUR  
PRESENT HOT WATER HEATER!

### HOW MUCH

are you paying for hot water now? Let us tell you how you can enjoy fully Automatic Hot Water 24 hours a day without attention for as little as \$2.00 per month.

**QUAKER  
Hot Water Heaters**

# RYAN & LONG

**309 W. College Avenue**

**Phone 217**

*Established in 1891*



# All is System Where Type is Set for Paper

## Mighty Machines and Skill- ed Workmen in News- paper Composing Room

By G. E. McIntyre

The Post-Crescent composing room with its new and modern machinery is as far removed from the old time composing as the present day employees are removed from their old employers who chewed tobacco, could hit a "gaboon" at 10 paces and who figured that a Saturday night drunk was necessary to remove the lead poisons from their systems.

To the average person entering a composing room everything is rushing around doing some little things, eleven other persons are sitting in front of machines, their hands rapidly passing over key boards, and as one listens to an explanation of everything that is going on he feels he knows less after it's over than he did before the explanation started.

The large machines which dominate a composing room are typesetting machines and the Post-Crescent has 11 of them, two called "ad-machine" and the eight others "straight matter" machines.

The "ad" machines set up advertising for the paper and can set two or three different sizes of type. The headline machines set headlines for the paper, that is all the headlines that aren't so large they must be set by hand. And with the Post-Crescent that includes all headlines except the streamers across the tops of certain pages. The "straight matter" machines are those which set the type for news columns—straight reading matter.

**Makes Daily Possible**

It often has been said that the typesetter is the one machine that has made possible the daily paper of today. When one considers the time it saves and how many persons would be needed to accomplish the same amount of work setting type by hand, the typesetter, or "linotype" as it generally is called, is the one machine that has made possible the daily paper.

The machine gets its name from the fact it sets a line of type, and 80 lines make a column, and eight columns a page.

Linotype machines are operated from a keyboard, the machine being automatic in all but two operations. The operator sits at the board and touches his keys which are grouped in combinations which make for greatest ease in spelling words. There are three sections to the board, one called the lower case board, on the left, the capital letter board on the right and punctuation marks, figures and miscellaneous signs in the center.

When a key is touched a matrix is released from a magazine at the top of the machine. The matrix, a piece of brass bearing the mold of a letter or sign on one edge and with a notched "V" shaped groove at the top, slides down into an assembler almost on a line with the operator's eye.

Here the operator can see from engravings on the other edge of the matrix, the letter he has received and the word or line he has set.

After each word a space band is dropped to form the space between words. The space band consists of two pieces of metal, one four inches long, the other about one and one half inches, one sliding in the other. The larger part of the band is thicker at the bottom than the top.

When a line has been assembled to approximately the width of a newspaper column, the operator presses a lever and transfers the line into the jaws of what is called a vise. The vise holds the matrices and space bands by ears at the top and bottom and leaves the edge of the matrices with their letter molds uncovered.

**Pump Hot Metal**

As the line slides into the vise the vice drops down in front of a wheel containing a mold that is as wide, thick and long as the line of type to be cast. The letters molds on the matrices fit snugly across the opening of the mold in the wheel.

Here the space bands are adjusted by pressure from the bottom and they move upward, expanding the line to full width of its measure and release a plunger which forces metal from a gas heated pot into the mold in the wheel and against the molds in the matrices.

The operation takes but a few seconds and then the vise unlocks itself from the mold wheel, the wheel turns around and trims the bottom of what now is called a slug and finally turns into position where the slugs are ejected in a container. The vise in the meantime has moved upward, transferred its matrices onto an arm that carries them to the top end of the magazine. The space bands move into their magazine during the same operation.

The matrices when they reach the top of the magazine slide onto a long steel bar and are carried along by three long screws. It was said the top ends of the matrices had a notched "V" and it is by these notches the matrices travel along until they come to the place where the combination of notches on the matrix and the bar release them into a channel and the process is started all over again.

A linotype machine can have three lines in process of becoming slugs at a time, and sets about 7 lines a minute.

One of the linotypes in the Post Crescent composing room might rightly be called the "grand daddy" of them all. It is 28 years old, still turns out its share of lines and probably could tell a very interesting history of newspaper work in Appleton.

**Cast Single Type**

Two other interesting pieces of machinery which play an important part in the make up of the Post-Crescent are the monotype ruler caster and type caster.

The ruler caster casts all kinds of rule used in an advertisement and a newspaper and pieces of blank rule which are used to fill up space. The type caster casts all types that are set by hand—with a few ex-

ceptions. The machine casts a single piece of type at a time, the type being placed in cabinets for use later when one of the ad setters puts the pieces together to make words and sentences.

Other pieces of machinery are saws used for sawing rule, "cuts" and

the like and a miter saw and a router, the latter a machine being such as one sees in the Post-Crescent.

There are three large type cabinets and makeup stones there, the

setters put the ideas someone else has sketched, into advertisements such as one sees in the Post-Crescent.

'Stones' of Steel

There are three large type cabinets and makeup stones there, the

setters put the ideas someone else has sketched, into advertisements such as one sees in the Post-Crescent.

Back of the battery of linotypes is a long steel cabinet called the "bank" and is the place where type

is placed by linotype operators until it can be placed in the forms for the various pages. While on the bank, proofs are taken and with the copy given to proof readers who have their own small room

ent day steel.

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## Here is Composing Room Staff of the Appleton Post-Crescent



WILLIAM J. BAUERFEIND  
Linotype Operator



HARRY HARDT  
Linotype Operator



LESTER HARTZELL  
Linotype Operator



JOHN LANG  
Linotype Operator



PEARL HORNKE  
Linotype Operator



EMIL W. HOFFMANN  
Linotype Operator



BERNARD KEMPS  
Linotype Operator



GREGORY HARTJES  
Linotype Operator



CLARENCE BENTLE  
Linotype Operator



E. W. LAKE  
Linotype Operator



EDWARD STENARD  
Machinist and Monotypes



M. E. CARTIER, Mechanical Superintendent



JOHN A. BERGMAN  
Adv. Layout and Compositor



JOHN KAMPE  
Makeup



AL J. WENZLAFF  
Compositor



CARL WENZLAFF  
Compositor



LEO SCHROEDER  
Compositor



JOHN J. SPILKER  
Compositor



MELVIN HEINZEL  
Compositor



ORVILLE NESS  
Compositor



RICHARD WENZLAFF  
Makeup



GLADYS STEFFENHAGEN  
Proofreader



FLORENCE JOHN  
Proofreader

## Advertising is First Assistant Of Salesmanship

### Consumer and Merchant Both Benefit From Well Written Advertisement

BY JOHN ASH

Advertising has been variously defined as selling in print, printed salesmanship and the like. Salesmanship, however, implies solution, or a direct contact between salesman and prospect. Advertising does not necessarily do this. To a writer, advertising can be better defined as a general (and necessarily persuasive) invitation to buy. Even this definition must be interpreted broadly, for advertising expresses itself in many different ways.

This definition is, of course, made from the advertiser's and observer's points of view. To a consumer who has become interested in what a particular advertisement has to offer, the message takes on a decidedly personal aspect. An advertiser seldom—even in the case of direct mail—knows who will be interested in his offerings. His advertisement is designed, so far as possible, to interest any possible customer who may notice it. Therein lies the difference between personal selling and advertising.

**Both Have Place**

As a matter of fact, advertising and salesmanship are definite parts of the distributional function of marketing. Advertising, except for the mail order catalog and the "return coupon with three dollars" types, is usually planned to interest the consumer and assist the salesman in his work. It goes as far as possible, of course, in completing the selling job. Not always can it go the entire distance.

In terms of the profession, advertising is intended to create consumer acceptance and the desire to buy (which includes buying action) or it is really not advertising at all. In that case it becomes merely "space".

While the rapid rise of radio has brought a different kind of advertising into the home, radio advertising falls into much the same classification as other types. It is a general invitation to buy, even though its medium is vocal instead of typographical. Radio advertising is, of course, undergoing marked changes. Its background is limited and its technique is still in the formative state. When the word "advertising" is used, the average consumer thinks first of newspaper advertising. America is more than 90 per cent a newspaper reading nation. In this discussion, newspaper advertising alone will be specifically dealt with and, more particularly, retail advertising by stores in the community served by the community's newspaper or newspapers. For example, the kind of advertising placed in the Post-Crescent by stores in the Appleton area.

**Quick Results**

Retail advertisements are planned to bring results usually the day after they have been published. Other types of newspaper advertising may be published to create good will toward an institution or to create public acceptance for future buying. These types are immensely valuable but have no bearing on this discussion. Likewise valuable and likewise undiscussed is the frequency and amount of retail advertising. In other words: when and how much.

The material which goes into a retail advertisement is called "copy." (Headlines, pictures, etc., but more particularly the reading matter.) Its arrangement in the space allotted is called the "lay-out."

Much attention and thought must be given to advertising copy before it will produce results. Advertising copy is written to sell goods (or services). It must tell what these goods are, it must make them desirable, it must make people want to come in and see them and it must tell where they can be purchased. If price is a serious factor, the advertisement must tell how the goods can be bought. To write advertising copy requires an understanding of the consumer and an ability to write simply and directly—as well as a knowledge of the goods.

**Invitation to Buy**

Advertising copy need not be extravagantly written to produce results. The writer must remember that he is inviting people to buy—not to over-awe them. This does not imply that advertising copy need be dull. On the other hand, it must be interesting, it must ring true, it must be perfectly sincere. If trick phrases and clever expressions can be used honestly to help sell goods, then more power to them.

Advertising copy must be accurate. The kickbacks from disappointed customers are too dangerous to risk. Copy must be TIMELY—the men and women who prepare retail advertising should capitalize on the newspaper's greatest asset—its news. This trend in advertising has been dubbed "news-vertising" and it will pay copy writers to regard retail advertising in this light. This form calls for a continual presentation in strictly advertising form of new merchandise or the presentation of merchandise in a way that is newsy. Retail advertising is, after all, news from the stores. It loses punch if this fact is not kept in mind.

Retail advertising copy must be kept readable and understandable. It should be written so that a normal fourteen year old can grasp it. In other words, simplicity is the first requirement. The use of superlatives, particularly for a special sales event, is justifiable only if the superlatives are honest. If a sale is an outstanding event, then say so. Few sales, however, are "epochal, heart-stirring, price-murdering, super-thriller climaxes" and when a writer uses phrases like these, he is apt to be keeping his audience in the dark as to what he is talking about. Over, like too many dashes of cayenne pepper, his dish is likely to

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# Every Town in Trade Area Has Own Reporter

Forty-five Correspondents Write News for Appleton Post-Crescent

Every locality in Appleton's trade area, the primary circulation center of this newspaper, is represented by its own Post-Crescent reporter. There are 45 correspondents to assure adequate coverage of news events from all of Outagamie-co, most of Waupaca and Calumet-cos, and a large portion of Winnebago-co.

Each correspondent assumes the responsibility of securing all essential news for the Post-Crescent, telephoning the more important items, and forwarding accounts of other news events by mail. Readers are thus assured adequate reports on all news occurring in neighboring communities.

Staff correspondents are located in the larger cities of this paper's circulation territory. They are paid on a salary basis, and devote their full time to news reporting. In smaller communities each correspondent is paid on the basis of news published.

**Served Many Years**

Many correspondents have served the Post-Crescent continuously for the past ten years or more, and there are comparatively few who have not represented their communities for more than five years.

Mrs. A. L. Fritsch of Dale, rounded out an even 20 years of reporting this year. She served the Post-Crescent since it was organized, and before that time was correspondent for the Daily Crescent.

Mrs. P. C. Baffes of Bear Creek, began writing for Appleton newspapers in 1907, when she lived in Deer Creek, and has been correspondent for the Post-Crescent since 1920. Mrs. D. J. McCully, Shiloh, correspondent, wrote Leeman news for Appleton papers for many years before she assumed her present work.

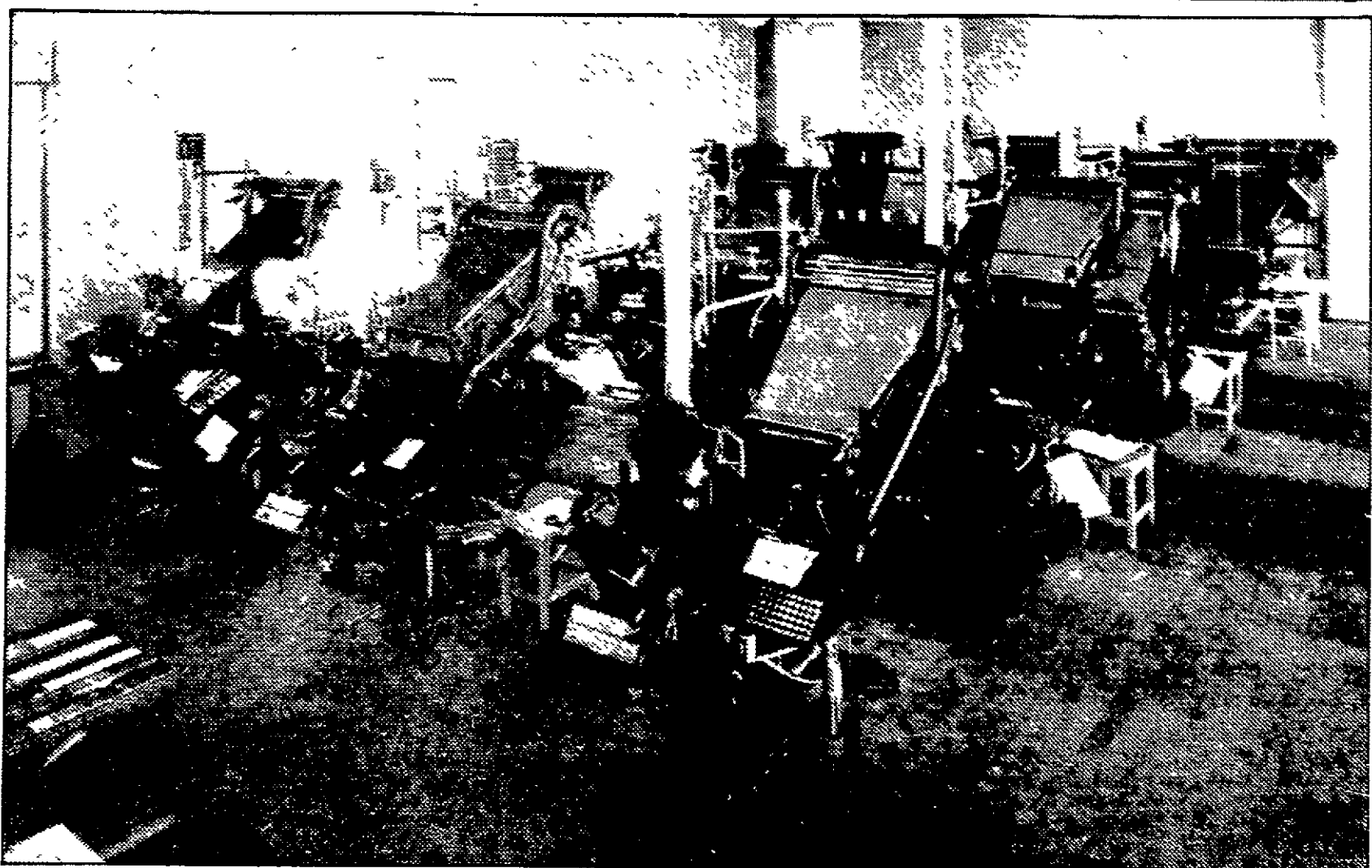
Full-time staff correspondents and the cities in which they work are: George Gardner, Neenah; Donald Christiansen, Menasha; Wilbur Derus, Kaukauna, and Mrs. Milton Ullerich, New London.

**The Correspondents**

The other correspondents and the communities they represent are: Mrs. R. H. Sander, Black Creek; Miss Mabel Luecker, Bruhin; Mrs. G. M. Morrissey, Chilton; Mrs. George Ohm, route 1, Seymour (Cicero); Mrs. Joseph Leyrer, Clintonville; Mrs. H. Haessacker, Combined Locks; Henry Hupfaut, route 3, Appleton (Darboy); Mrs. Eli Pelky, route 1, Bear Creek (Deer Creek); Mrs. Pat J. Garvey, route 1, Kaukauna (Freedom); Raymond Zuehlke, Fremont.

Robert Haese, Forest Junction; Miss Helen Diedrich, Hilbert; F. E. Rideout, Hortonville; Miss Ida Snell, route 1, Seymour (Isaar); Roger LaBerge, Kimberly; Mrs. Raymond Mauthe, Kimberly; Mrs.

# Eleven Machines in this Type-Setting Battery



Eleven linotypes and intertypes constitute the typesetting battery of the Appleton Post-Crescent. These large machines, each with its special ventilating duct, are grouped together in the south-east corner of the composing room. All the news type and most of the advertising type and headletter is set on these machines.

# Advertising Aid To Salesmanship

## Consumer and Merchant Both Benefit from Well Written Advertisements

Continued from page 20

pal on the public appetites after it has been served too many times. Exaggeration often entices custom-

Henry Stroesenreuther, route 4, Manawa (Lebanon); Mrs. Oscar Nelson, route 1, Navarino (Lee-man); Miss Laura Gloude-mans, Little Chute; Mrs. A. E. Steingra-ber, route 1, Sugar Bush (Maple Creek); Alan Walch, Manawa; Al-bert Schneider, Marion; Miss Mar-garet Sweet, Medina.

Earl Makela, Nichols; Mrs. J. W. Cornelius, route 2, West DePere (Oneida); Mrs. A. M. DeLap, Pot-ter; Miss Lettie B. Ritchie, Royal-ton; Arnold W. Helling, Seymour; Mrs. Henry Hauch, Seymour; Mrs. N. J. Olson, Sherwood; Nick Bruehl, Sherwood; Mrs. Louis Zim-merman, Sugar Bush; Mrs. George Jolin, route 3, Hortonville (Sie-phen-ville); Mrs. R. J. Pingle, route 2, Chilton (Stockbridge); Mrs. Charles Button, Waupaca; Mrs. Frank Larkee, Weyauwega.

ers (and bargain-hunters) into stores—and sells them. It rarely makes regular patrons out of them.

**Search for Variety**

The constant desire for "some-thing different" is one of the copy writer's constant bugaboos. Adver-tisers, looking at the same type of copy week in and week out, grow tired of it. They want a change. Often, to satisfy their demands, time-tried and tested copy is dis-carded in favor of "something dif-ferent." Advertisers forget that the readers are not as conscious of the advertisements as they themselves are. They lose sight of the fact that the ads which they read so carefully are quickly read by the newspaper public. (One reason why ads should be terse and clear.) Staleness, of course, can never be tolerated, but jumping-bean tactics are just as dangerous.

Retail advertising psychology is an entire subject by itself. It is, in short a study of the emotions, thoughts and reactions of the buy-ing public. No attempt will be made here to treat on the topic, though every advertiser will do well to keep informed on it. He must know, for example, what the primary and impelling motives are (pride, desire, fear, love, flattery, etc.) which cause people to buy. He must learn how to use and how not to use the negative in advertis-ing.

Advertising layout—the physical form which an advertisement

takes, usually a pencilled "indica-tion of the finished advertisement"—involves a study of art, psychol-ogy, typography and showmanship. It involves the proper use of head-lines and copy arrangement which makes an advertisement "stand out." In this field, more diversity of opinion is shown among the non-experts than in any other aspect of advertising. A large proportion of retail advertisers firmly believe that heavy, black borders, big type and many heavy lines are neces-sary to attract attention to a mes-sage. They forget that the same factors which attract attention to an advertisement will, at the same time, turn readers away. If a read-er's eye cannot get in and through an advertisement, then the extra ink used to print it has been wasted.

The layout must first attract. Af-ter attracting, it must, through headlines and pictures, tell the reader what the advertisement is about and induce him to read the copy, meanwhile helping him to understand it. It must be arranged so that reading matter—particu-larly where several subjects are touched upon—will be read in its proper sequence. Since the layout must, pictorially and with head-

lines, tell the same story as the copy, it should be prepared after the copy is written or with an un-derstanding of what the copy is about.

In this connection it is well to point out that copy should never be sacrificed to layout. If an ad- seems "crowded," the space should either be enlarged or the type set in a smaller size than originally planned. If an advertisement looks interesting and suggests something valuable to the reader, he will delve into six point lightface type cheerfully and without resentment.

Numerous texts are available on the subject of layout and hun-dreds of good examples are avail-able in publications every day. Moreover, every modern news-paper office is equipped to help ad-vertisers make their messages more attractive and readable—hence, more valuable.

However, if an advertiser—about to make a layout—will keep in mind that his advertisement must attract attention, that its parts should tie together without the use of heavy borders (though these may be added later) that it has ac-tion which carries the reader from the headlines through the pictures and copy to the store signature,

# Linotype Marvel Of Printing Art

## Typesetting Machines Make Modern Daily News-paper Possible

Not long ago a visitor being guided through a newspaper plant ex-hibited unusual interest in the lino-type machine. His guide, after ex-plaining the mechanism of the machine, thought his guest had watched it long enough and started to walk away, but the visitor still remained. Finally he was asked what interested him so.

"Well, from what you tell me, that darned machine does every-thing but go out and get the news—and I am waiting to see it do that."

The fact is that the modern type-setting machine, commonly called the linotype, does about everything except gather the news. It is the one machine more responsible than any other for the modern newspa-per. It is true that the presses and monotypes and other automatic ma-chinery around a newspaper plant play an important part in the daily drama of newspaper publishing but the linotype is the most important of all, for it is this machine that makes possible the columns of type matter in record-breaking time.

**Replaces Many Men**

One linotype machine, manned by a competent operator, will set as much type in eight hours as six highly skilled hand compositors. Thus the eleven linotype operators in the Post-Crescent plant set as much type as 66 hand compositors would do, and with a great deal more accuracy and the type they set is much easier to handle than that set by hand, inasmuch as it is in solid metal lines while hand-set type is made up of tiny metal pieces difficult to handle.

The linotype machine is essen-tially a typecasting machine, cast-ing slugs of metal against metal matrices which contain moulds of the desired letters. These matrices, held in magazines, are dropped in place by the operator punching a keyboard which somewhat resem-bles the keyboard of a typewriter. As the words are spelled out to make complete lines, the matrices are moved into a casting box where the metal "slugs" are cast. In the next operation the matrices are re-turned to their proper places in the magazine while the type slug is ejected to form the lines which eventually make up the newspaper. It is a simple process to watch but difficult to describe, and it is most of the magic of the modern news-paper.

Originally linotypes could set but one size of type, but as the de-mand for the machines increased and refinements were made, inven-tors have devised means of casting almost a dozen faces and sizes of type on one machine.

then he can go a long ways by himself. Layout-making is the most enjoyable feature of preparing re-tail advertising.

# 95% of the Personal Portraits

Appearing in This Issue

By

# HARWOOD

WE OFFER

CONGRATULATIONS

TO THE NEW AND MODERN

APPLETON POST-CRESCENT BUILDING AND THE NEW POST-OFFICE

AFTER A MOST ENJOYABLE VISIT THROUGH THE TWO MOST MODERN STRUCTURES IN UPPER WISCONSIN

RELAX AT

WARNER'S APPLETON THEATRE

# Congratulations to APPLETON POST-CRESCENT!

WE take this opportunity to express our appreciation of the confidence placed in our organization by the Tapager Construction Co., general contractors for the new Post Office Building and Post-Crescent Building in selecting us to do the hauling of materials for both projects.

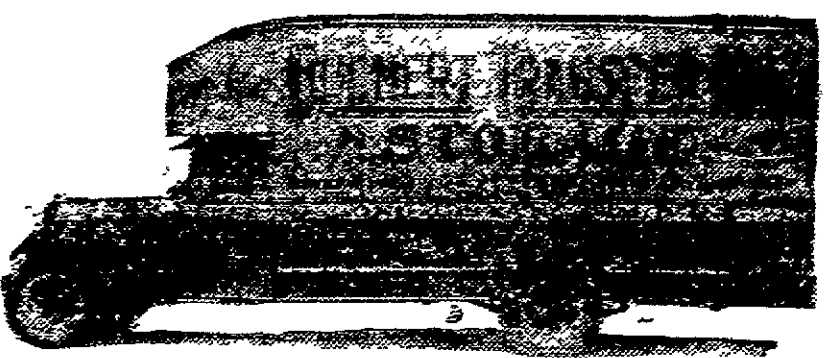
## They Thought It Couldn't Be Done....

A great many people thought the Post-Crescent would not be able to publish a paper May 30th, the first day in their new building. They thought the huge machines and mechanical equipment could not be moved into the new building, be placed and set up in time to print a paper — but the paper WAS published and on time. Here's how —

Buchert's did the job. On Saturday morning we started on some of the smaller articles, being unable to move the machines until the paper for that day was ready for press. The real moving began about 1 P. M. By 12:30 that night the last linotype machine was in the new building and the work was started by the electricians.

It was mighty fast work and we are justly proud of the manner in which it was done. A trip through the Post-Crescent plant will give you a clearer idea of the proportions of this moving job.

When you have a moving problem, no matter how large or how small, and you want it done promptly, efficiently and thoroughly it will pay us both if you call 445-W.



"IT COSTS NO MORE TO MOVE BY VAN"

Long Distance  
or  
Short Hauling  
5 Trucks

Storage  
Packing  
Every Load  
Insured

# Buchert Transfer Line & Coal Co.

500 N. Superior St.

Appleton

Phone 445-W



## 'Morgue' Helps Defeat Time in Printing Paper

Preparedness is Personified in Newspaper Reference Files

The word, "morgue," to most people may mean a place for dead things, but the Post-Crescent morgue, consisting of nearly 16,000 mats and cuts, over 1,000 obituary sketches, and numerous clippings, has no room for "dead" material. Every bit of it is live, up-to-date matter, ready for use at a moment's notice.

The morgue derived its name from the fact that, in the beginning, it was actually a ready reference in case of death. It still serves that purpose, but as the department gradually enlarged and expanded, it came to take more prominence of the living than of the dead. However, the name has remained.

The uses of the morgue are many and varied. Should a prominent public official die suddenly at 2 o'clock in the afternoon, that afternoon's edition of the paper would carry a layout of pictures and a complete life story of that individual. The secret of immediate coverage lies in the morgue. Detailed life stories of almost every prominent man and woman in the world, together with pictures, are on file in the Post-Crescent morgue in convenient form for immediate release. When the "flash" comes over the wire telling of the death of that individual, the order comes, "Get out all mats of James Blank and his obituary sketch." The keeper of the morgue looks up the name of the obituary index sheet, finds the number of the sketch, and locates the material in this manner. The pictures, or mats, are filed alphabetically according to size. There are mats ranging in width from one-half column to three or four columns or larger. In a few minutes all mats of James Blank are on the desk, printed matter ready to be set up, and mats reading for casting.

Real Preparedness  
If the official in question has been seriously ill for a few days and his death is expected, his obituary sketch is set up ahead of time, ready and waiting for release if and when the final word of his death is received. This may seem cold-blooded and calculating, some, but it is merely a means of cutting down on time, which is an important factor in putting out a newspaper.

The obituary morgue also serves as a ready reference for verifying the spelling of names, initials, dates, and bits of information about people in the news who might not be found in ordinary reference books. It is a miniature encyclopedia, the "Who's Who" of the newspaper office.

In addition to pictures of individuals the Post-Crescent morgue contains mats of public buildings of Appleton and of the country at large, such as the government buildings at Washington, the outstanding penitentiaries of the country, and the most famous and largest buildings, as the Empire State building in New York. It also contains mats of the larger and better known ships and air-

## Jamaica Ginger Potion Causes Death of Two

Cambridge, Ohio—Coroner Voorhees has rendered his verdict in the death of Andy Bonick and Larry Lacash, finding that they came to their deaths from drinking Jamaica ginger. The two were to have been married, and according to the Slavish custom were holding an antenuptial celebration to which several of their friends had been invited. The coroner finds that the party consumed the greater portion of 32 two-ounce bottles of ginger, which was 95 per cent pure alcohol. There was considerable excitement over a report that they had been poisoned.—Daily Post, Dec. 20, 1900

craft, monuments, and historic spots.

In another section of the morgue are large envelopes bearing such noted names as Herbert Hoover, Col. Charles A. Lindbergh, King George of England, Prince of Wales, and Wilhelm Hohenzollern. In these may be found a large variety of pictures of those persons, in various poses marking the difference periods of their careers, together with articles of special interest concerning them, and pictures and information about people who have been or are connected with those personages in some way. Here may be found a quantity of material on the Lindbergh kidnapping and all persons connected with it in any capacity. A pictorial epic of the rise and fall of Ex-Kaiser Wilhelm of Germany gives testimony of the place which that striking figure has always held in the public interest. Here, too, is kept a record of the various activities which the Post-Crescent sponsors.

The morgue is used not only by the editorial staff, but also by the advertising department, for it contains cuts of many Appleton business places and business people.

All in Cabins  
One section of the morgue is devoted to sports, and here pictures of nearly all of the big league ball players, managers of ball clubs, outstanding college and professional football players, basketball players, boxers and wrestlers, golf and tennis stars, and others prominent in the realm of sports may be found. Racing cars and their drivers, race horses and their riders, and speed boats and their pilots have their places here.

As for the appearance of the morgue itself, it is a steel cabinet containing 63 drawers of varying sizes and shapes, filled with material which gives the Post-Crescent "the world at its fingertips." It would be hard to be caught unaware with this array of material, and with the constant inflow of pictures and material which the Associated Press and NEA Service provides, the morgue is kept up-to-date in every respect, making it possible for the Post-Crescent to give its readers the best and latest of the news of the world.

## Minnesota Plants Fish

By Millions in Lakes

Ely, Minn.—(P)—Minnesota has been planting fish by the millions for the sake of her Izaak Walton visitors of the future.

Local sportsmen and the state fish and game department have planted 16,000,000 pike fry from the state hatchery at Tower in nearby lakes, while in Burnside lake, one of the favorite spots for fishermen from all over the country, 2,500,000 fry were placed.

## Well Lighted Cabinets for Advertising Compositors



## System Rules in Composing Room

Mighty Machines and Skillful Workmen Build Each Day's Paper

Continued from page 20

on one side the composing room. Here the proofs are compared with the copy and corrections noted. The corrections then are set on the linotypes and the corrections made on the bank, the proper heads placed on the various articles and the whole made ready for the press.

Rapidly Moving "Turtles"  
The pages are made up within forms which lay on steel tables called turtles. There are 27 of these in the Post-Crescent composing room and are so built that they can be wheeled around from place to place with no trouble or inconvenience.

The copy rack is another part of the composing room that, because of its makeup, intrigues one not acquainted with its use. It is a skeleton like steel affair with several lights at the top, and several steel spikes on one side. Here the copy is hung for the linotype operators to come and get their "lakes." The lights connect with the editorial room and are signals whether there is copy ready in the editorial rooms, and on the hooks in the composing room.

The metal which goes into linotype slugs, rules and hand set type is composed of lead, tin, antimony and other alloys. It melts at 550 degrees Fahrenheit and cools quickly. Because of that it can easily be used over and over again and forms the basis of what is called a non-distribution method of making up advertisements and pages.

After the reading matter has been set, the ads set and a page made up an impression is made in card board it goes to the stereotype room and thence to the presses. With that done there is no need for the page and it is torn down.

Because of the machinery used in the Post-Crescent only a few lines of special hand set type are saved, the remainder of the page is dumped into a cart, the metal to be melted again and recast into type or rule through the medium of machinery.

The advantage is in time saved; there is no tedious distribution of type by hand or putting away of rules and the blank rules. And too, when the new type and rules are used they are new, the faces on the type clear and the rules can be cut as desired rather than sizes being sought.

Twenty-two men and women are employed in the composing room of the Appleton Post-Crescent. M. E. Cartier is superintendent of this department.

## PLOWS HALT FIRES

Missoula, Mont.—(P)—Foresters regard the plow—usually thought to be purely a farming implement—as one of their best weapons against forest fires. By plowing a furrow or two around a blazing area they can quickly establish a fire line. Where the terrain is not extremely rugged, a reversible sidehill plow can be used.

In these well lighted and well ventilated quarters, compositors work to set in type the advertisements which appear in the Appleton Post-Crescent. Every man has his own cabinet, with type and rule and border at his finger tips. Saws and routers and other machinery used by compositors is close at hand to save time and energy.

## Rigs up Devices

To Save on Steps

Newaygo, Mich.—(P)—When Walter J. Pike became an invalid he decided something would have to be done about saving steps for his mother who waited upon him.

As a result more than 50 labor-saving devices involving the operation of at least 450 feet of window sash cord fill Pike's 9x12-foot room. An automobile horn responds to the "toot" of passing friends; an

automatic arrangement raises, or lowers the window, and a similar arrangement closes or opens the door; there is a pillow raiser; a disappearing carriage keeps his slippers out of sight; a track brings writing paper and typewriter to his bedside; an elevator brings fresh fruit from the basement; a carriage conducts apple cores and refuse direct to the incinerator.

The Maharajah of Kashmir, India, has an annual income from his personal estate of \$10,000,000.

## Time Makes Many Changes in Paper

Old-time Sheets Had Little Resemblance to Modern Newspapers

Continued from page 17

Hannibal Hornet." "The Bliss Breeze," "The Mustang Mail." A popular column head was "Births, Marriages and Deaths—Hatched, Matched and Dispatched." One paper printed the following inducement to its subscribers: "All subscribers paying in advance will be entitled to a first-class obituary notice in case of death."

The neighborliness of the old newspaper is exemplified in the following squib:

Jake Moffet Gave Skyward:  
As we feared on hearing that two doctors had been called in, the life of our esteemed fellow-citizen, Jake Moffet, ebbed out on Wednesday last. Just after we had gone to press, Jake was every inch a scholar and a gentleman, upright in all his dealings, unimpeachable in character, and ran the Front Street Saloon in the very toniest 'style consistent with order. Jake never fully recovered from the year he spent in the county jail at the time of the Ryan-Sternberg fracas. His health was shattered, and he leaves a sorrowing widow and many an enemy.

While the front page of today's Post-Crescent carries clear, well-organized well-written accounts of a great national political convention, the status of the soldier's bonus, the gold standard in Europe, an economic conference in Switzerland developments in the Lindbergh kidnapping case, a murder here, a robbery there, and dozens of other stories of accidents, divorces, threats, mergers, inventions, etc., all sent over the Associated Press wires, the front page of Weekly Crescent of June 29, 1872, was used up entirely by three stories, a couple of short squibs, and a few ads.

Not Much News  
A two-column short story, "Cousin Dolly-A Moving Tale," takes the lead place on the front page, while a relatively important matter like a supreme court decision in the matter of flooded lands caused by the Menasha dam is given only five lines, without headline, at the bottom of the page. There is a three column account of a press convention held 11 days before, but nothing in the entire story reveals whether the convention was held in Wisconsin or Saskatchewan, Canada. The issue includes a half-column poem, and a

word-for-word report of the governor's address.

One of the front page columns is devoted to the business directory, and another to advertisements—including an ad with a repugnant picture of a set of false teeth. The review of the Lawrence university commencement, which includes complete accounts of all speeches, takes up the remaining column on page one and four columns on the second page—the reader finds the continuation on the next page as best he can, for there are no "jump heads." Included in the commencement story is the blunt but perhaps honest statement, that "the music of the evening was dispensed by Wiskbold's band and did honor to the occasion, though deafening to sensitive ears."

"Shoveled" In Page

The editorial column appears to have been thrown at the second page, drop-where-you-will. The editorials are short, and militant particularly one against the nomination of Grant for president. Old saws like "Make hay while the sun shines" and short advertisements—for white cotton hose, 10 cents a pair; top and open buggies, Scotch and Ale porter; lawn at 10 cents a yard—are scattered promiscuously over the page, at the top of the column, at the bottom or in the middle. One matrimonial bureau ad reads, "Two respectable young girls with moderate fortunes in their own right desire gentlemen correspondents."

No attempt was made to tie up a report of the health officer on the number of cases of small pox in the city, and generalized warning against falsehoods about smallpox. One story ran in one column, and the other in the next column.

In "Everyday Hatchetings", a column of national news, a successful attempt was made to boil down interesting national stories. In one, "In a railroad accident on the 22d a locomotive jumped the track near Toronto, Canada, killed and wounded 85 persons," the editor succeeded in telling the who, when, where, what and why of the well-written newspaper story.

A death notice was barely this, "In Center, July 4th, Francis McGillian, aged about 30 years." A marriage got this little send-off, "It gives us unfeigned pleasure to chronicle the above happy event, which has united two general souls into loving oneness."

Nice Boys!  
In the following, the editor calmly uses a news story as a vehicle to take a poke of his competitor: "The Post now says that the cost to the city last year for the entire work performed by the Crescent was

Turn to page 25 col. 1

a genuine pleasure . . .

IT has been a truly genuine pleasure to work with the men who were responsible for the planning and building of this magnificent plant,

PARTICULARLY gratifying is the fact that our experience was called upon in the planning of color schemes for the interior, for the selection of carpets, draperies, furniture and color schemes in the general manager's office and the director's room.

HERE again, a mechanized carrying-out of details would not have been enough.

POSSIBLY it is because of our many years of association with Appleton, but, at any rate, we find a great deal in this new newspaper building of which to be proud — both in a civic and personal way.

TO the Post-Crescent, our sincere wishes for success.

*John P. Diderrick*

INTERIOR DECORATIONS AND FURNISHINGS  
125 East College Avenue



## THIS SAVING WITH SAFETY

Your good business judgment would not permit you to place your insurance with the Mill Owners Mutual, simply because you could obtain a 25% or 30% saving. However, this saving can be obtained with demonstrated safety because . . .

(1) the average premium income of the Mill Owners, for the last ten years, has exceeded the total of losses and expenses by 34%; (2) the Company insures select properties only; (3) it provides its policyholders with a periodic property inspection and fire prevention service; (4) its widespread and diversified coverage extends throughout forty states and Canada; and (5) its cash surplus is 100% larger than its annual fire loss; . . . this surplus is greater than the surplus of two-thirds of American fire companies.

or over, has ever failed or levied an assessment . . . and the Mill Owners surplus is six times this amount.

When you insure your property with the Mill Owners Mutual, you join a group of select risks composed of many of America's foremost manufacturing, mercantile, public and banking institutions. These enjoy a 25% to 30% annual saving on their insurance costs. If your property is a select risk, you are entitled to this saving also, and we suggest that you see our local agent for complete details.

AUTHORIZED MILL OWNER AGENT

**F. B. GROH**

118 W. College Ave. Phone 2400-W

**MILL OWNERS MUTUAL**  
FIRE INSURANCE COMPANY OF IOWA  
J. T. SHARP, PRESIDENT OLD COLONY BLDG., DES MOINES

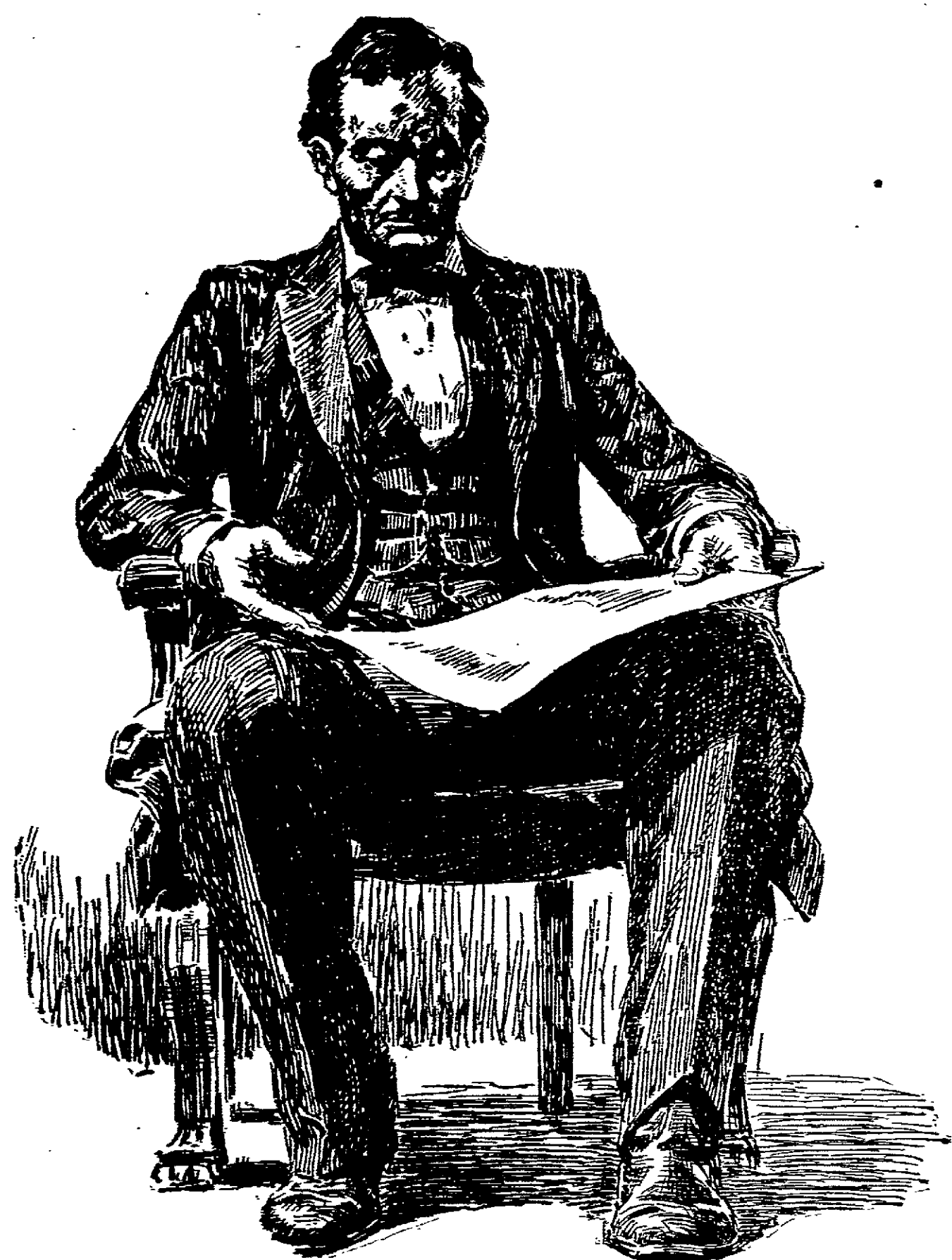
REPRESENTED LOCALLY BY

**JOHN A. BERGMAN**

519 NO. RICHMOND STREET

TELEPHONE 1541





# LOYALTY,

by Americans,  
to America

*"It is a gloomy moment in history. Not for many years---not in the lifetime of most men who read this paper has there been so much grave and deep apprehension."*

The above excerpt was published in Harper's Weekly 75 years ago and the marvelous business recoveries which took place thereafter indicate that business will again revive.

We believe that increased buying power that will accompany increased employment is a necessary foundation for building America's future.

We approve of the tariff protection which Congress has in the present session given to a limited number of industries and we advocate the granting to all American industries during the present emergency such tariff protection as will insure employment of American labor in supplying the American market. In the absence of such tariff protection, only the loyalty of American buyers to American industry will prevent the use of commodities produced by foreign labor.

The Appleton Post-Crescent has shown its loyalty to American industry during the period of distress by purchasing from home industries to the fullest extent possible.

On the occasion of the dedication of its new home we extend to the Post-Crescent our best wishes for future success.

COMBINED LOCKS PAPER CO.  
APPLETON, WISCONSIN



# Huge Presses Print 30,000 Papers an Hour

Even Old Time Newspaper  
Men Find Fascination  
In Roaring Machines

It is 3:25 p. m.  
About the Post-Crescent's new home the continuous hum of conversation, the clatter and rattle of machinery, the shrill ringing of the telephone bells and the countless other noises that pervade a newspaper plant, suddenly die down. It is the time for the presses to start. For the last feverish half hour editors have been bending over page forms. The mallet blows of the makeup men have punctuated the clicking-clacking of the linotype machines. And now a moment of comparative silence. Almost subconsciously those associated with the newspaper for any length of time, halt in their work and listen.

First a clang of bells and a flashing of red lights as the mighty machine "turns over." Then a low rumble, increasing in volume as the press picks up speed until finally, in just a few seconds it reaches the mighty crescendo of a newspaper press in full operation, with Post-Crescents pouring out of the folders faster than the eye can count them.

Another Post-Crescent is on its way to its readers and the staff, still perspiring from that day's efforts, starts on tomorrow's paper. While newspapermen differ in their views of what is most thrilling in their business, all agree that there is an immense fascination to a modern press in operation. The new plant of the Post-Crescent contains two presses capable of printing 30,000 40-page papers an hour. In the old plant, with but one press, it was possible to produce the same number of 24-page papers per hour.

The two presses can be run independently or in unison. When "twinning" or interlocked they can produce a 40-page paper in two sections and the papers will be delivered from one end, folded and ready for delivery. In the old plant it was necessary, when more than 24 pages were printed, to run off one section of the paper earlier in the day and then insert it by hand in the second section, which was printed at the usual time. It is possible to add more "decks" to both presses, thereby increasing the capacity of the plant.

The presses are huge, complicated structures and only experienced and technically trained workmen can operate them. The men in charge of the presses in the Post-Crescent plant are well fitted for their jobs.

Despite this huge, complicated and roaring bulk of machinery, there is no bustle or confusion of any sort in the press room. Whirling away at a speed that is almost inconceivable to the layman, the presses grind out the thousands of copies of the Post-Crescent while the pressmen quietly peer into the depths of the machine, tightening a screw here or a bolt there, carefully watching, at all times, to see that the papers are being properly printed, folded and delivered.

Both presses in the new plant were manufactured by the Duplex Printing Press company of Battle Creek, Mich., and they are of the tubular plate type.

The principle of the tubular press is simple. On each cylinder, called "plate" cylinders, are clamped the curved plates prepared by the stereotypers, each plate being one page of the newspaper.

Running in contact with each cylinder are several ink rollers which feed ink to the type surfaces as they pass. After passing the last point of contact with the inking cylinders the plate surface comes in contact with the paper and its impression is left thereon. The other side of the paper then passes through a similar procedure and back for the inking cylinders is provided from a storage tank in the basement. The ink is pumped by electricity through a flexible hose line directly to the ink fountains on the presses. When not in use the hose line is hidden beneath the floor.

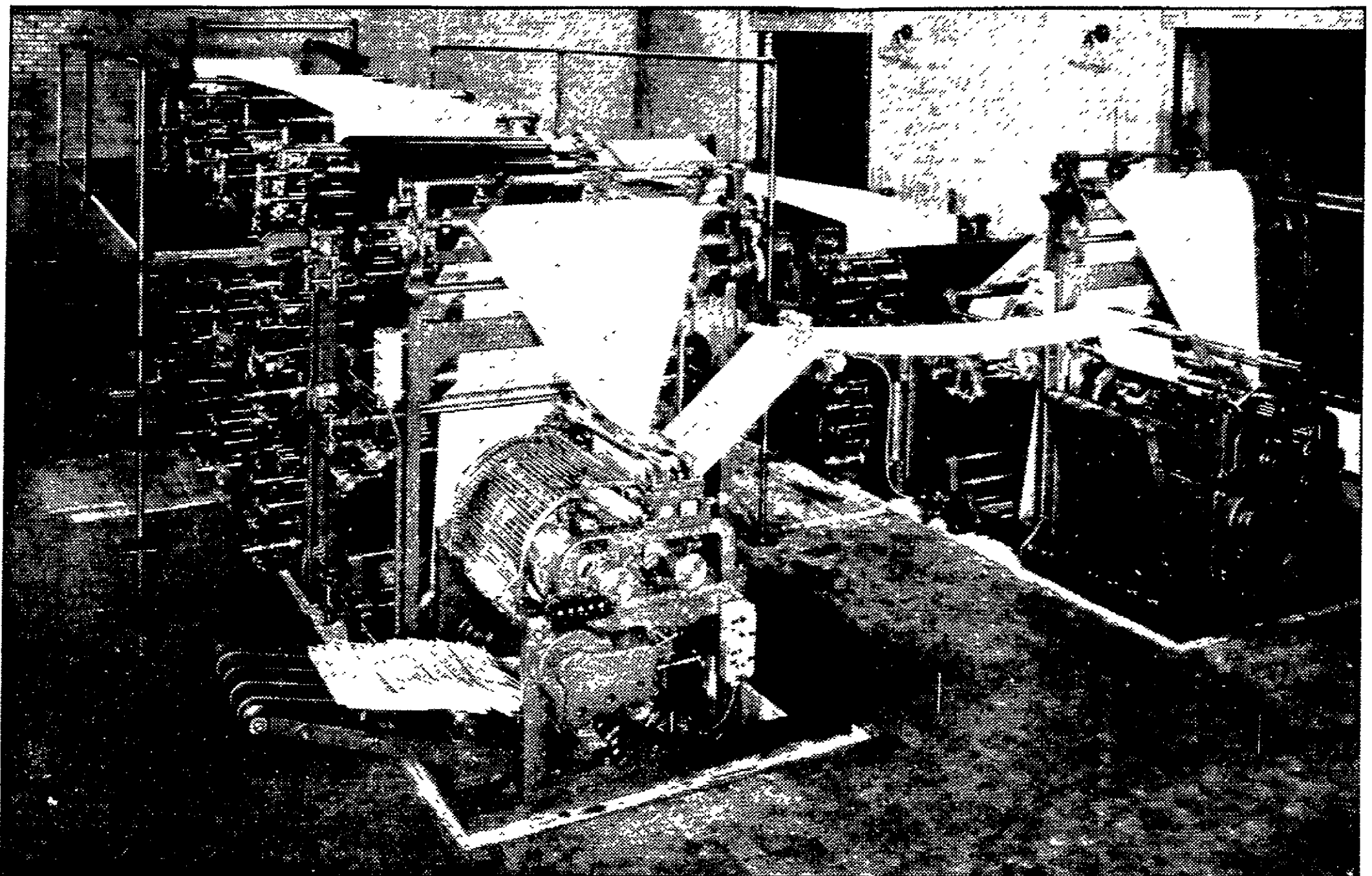
And despite their huge size and weight, newspaper presses are so accurately designed and machined that absolute "register" is obtained on every page. Thus the column lines of page 1 or of page 40 are exactly over each other and the margins at the sides and tops and bottoms of the pages are exactly the same. Except for this careful register the pages of a newspaper would be ragged and unattractive in appearance.

Separate foundations, isolated from the building proper, support the presses, thus eliminating vibration and materially dampening the roar associated with huge machinery running at high speed.

Power for the two presses is provided by two motors which may be operated independently or so synchronized that they operate the two machines as one unit. Synchronization is obtained through the huge electric control board standing on the mezzanine balcony in the corner of the pressroom. This board, the product of the General Electric Co. is the last word in electrical control. It is almost human in its operations. Through the medium of switches and coils and resistors it is possible to operate either one or both presses at any desired speed, to stop the huge machines in the instant or to slow them down to a jog. The controls can be set at a pre-determined speed or they can be left for variable operation from push button switches located in almost a dozen places on the presses. In fact it is possible to stand anywhere near the presses and reach a button which will stop the machines instantly, to slow them down or to speed them up. Control of the mighty machines thus is at arm's length at all times.

Printing an attractive paper requires the utmost in vigilance and care. Pressmen must know exact-

## Roaring Presses Print 30,000 Complete Newspapers in Sixty Minutes



The two Duplex Tubular presses shown above can deliver 30,000 40-page Post-Crescents every sixty minutes. The press at the left has a capacity of 24 pages while the one at the right can print 16 pages, and both can be operated together to obtain a maximum of 40 pages. At the right is shown the huge electrical switchboard with its rheostats and switches. This board is operated by push buttons on the presses and it in turn controls the presses, operating them either singly or in tandem.

ly to the thousandths of an inch how much impression the plates are to make on the paper, the ink must be fed to the rollers in exactly the proper quantities and most important of all the ink must be of the character and consistency that will produce the best results on the kind of paper that is being used. Not any kind of ink will produce good printing on any kind of paper. There must be a sort of synchronization between paper and ink and only men with long experience and technical knowledge can obtain the desired results.

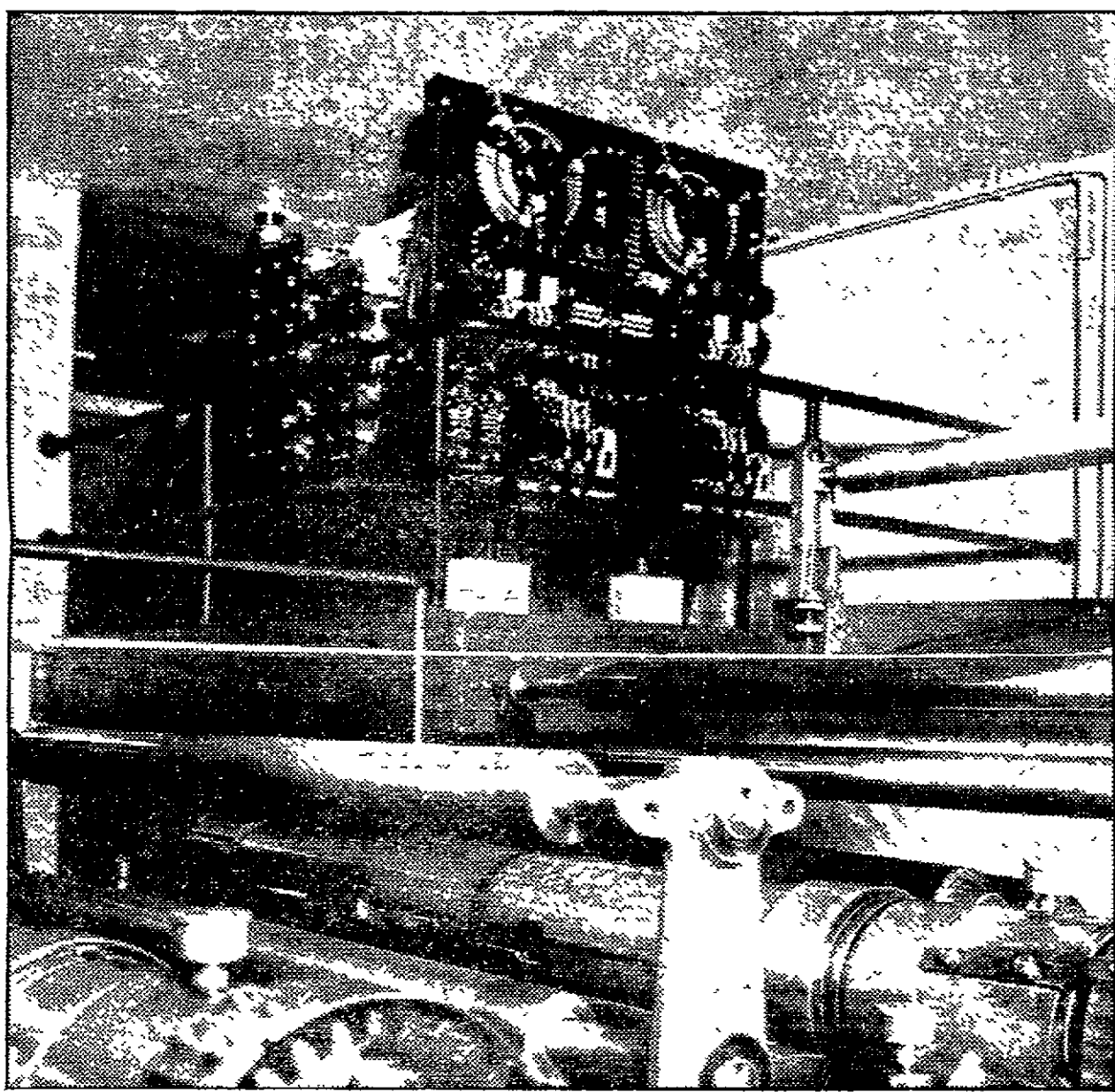
More than 1,500 pounds of ink are pumped into the Post-Crescent presses every month and more than 60 tons of paper pass over its cylinders to produce the 15,000 and more Post-Crescents delivered every night. Paper comes in rolls weighing approximately 300 pounds each.

### Reveal Statue Work Of Famous Italian

Milwaukee — (AP) — Observant workmen remodeling an altar in the Gesu Catholic church here have been responsible for restoring to the world a sculptural rarity long believed lost.

Exposed behind glass beneath an altar of the Gesu, conducted by the Jesuits of Marquette university, was a statue, "The Pietà," showing the Christ resting in the arms of His mother. For nearly 40 years little attention had been paid to the statue.

The workmen, remodeling the altar, found the name of Giovanni Dupre chiseled beneath the base of the statue. Dupre was a noted Italian sculptor of the nineteenth century. Jesuits here said Dupre made three such statues, and this one is believed the only original in the United States.



### Wild Tales Concocted By Old Time Reporters

Continued from page 18

will attend to the matter. He has been busy lately in blasting out stumps with dynamite, and it has come to him that the best way to send Dobbin to the happy pastures above will be to use a stick of dynamite to his neck and let it blow Dobbin's head off. So the farmer sorrowfully makes his prepara-

tions. The unsuspecting Dobbin is out in the middle of a large field poignantly trying to nibble a little grass. The farmer goes up to him, and Dobbin gives him a look of undying affection, nuzzles his hand (or pocket) searching for the customary apple, etc. (here a lot more of Jim's best). Finally, restraining his grief, the farmer adjusts the stick of dynamite to Dobbin's head, places the dynamite cap in position, lights the fuse, and turns resignedly toward the fence to make his way out. But Dobbin has been

lonely, he doesn't want to lose sight of his dear master, so he turns and follows the farmer. The farmer quickens his pace, but Dobbin keeps right behind him. The farmer breaks into frantic flight (here Paul gets his vocabulary popping like a machine gun), but Dobbin has renewed his youth and refuses to be left behind. Finally just as the exhausted farmer reaches the fence and rolls under it into the ditch, there is a stunning report, and Dobbin's light goes out!

## Cudahy Tells of His Experience

Victim of Famous Kidnap-  
ing Case Describes  
Night With Captors

Omaha, Neb. Dec. 21 — When young Edward Cudahy arose yesterday morning he was questioned about his disappearance and told the following: He said that he was in front of General Cowin's house, just across the street from his own home, on his way back from the Rusin residence, Tuesday evening, when two men approached him. One of them stepped up to him and said: "We are sheriffs from Sarpy county and arrest you as Eddie McGee, who escaped from the reform school." The lad protested that he was not the mythical Eddie McGee, but his captors said he would have to be identified.

They placed him in a buggy and drove to Thirty-sixth street and thence south to Leavenworth street. As they approached Leavenworth street a motor car passed them. The lad recognized the conductor and said to his captors: "There is a man who knows me; he can identify me." The captors immediately blindfolded him and whipped the horse. The lad thinks that they crossed Leavenworth street and then drove in a southwesterly direction. Presently they came to a house which, in the opinion of the lad, is somewhere in the southwestern part of South Omaha. Young Cudahy was taken from the buggy and placed in a room and chained to the floor.

Here he remained all night and the next day. His hands were tied and the chains on his feet prevented him from getting a good view of his surroundings, even after the blindfold had been removed. He knows, however, that he was in an empty room and that the blinds on the windows were closed. On the trip to the place of imprisonment

## Youthful Italians Under Duce's Flag

Rome — (AP) — Over two million boys and girls under 18 now wear the black insignia of fascism. A widespread movement to expand Mussolini's training machine added 727,533 to the junior organizations last year. The organizations are the Balilla, for boys up to 14; Avanguardisti, for boys between 14 and 18; Piccole Italiane, for girls to 15, and Giovani Italiane, for girls from 14 to 18. Physical training is organized for the groups as part of the duce's campaign to build a robust generation. The boys are given primary military instruction with the opportunity of graduating into the "Young Fascists of Combat," the fascist militia.

the men, he says, talked a little about themselves.

He gathered from them that there were six in the gang. One of these men came from Mexico recently and from Denver very lately, and was an expert in the kidnapping business. After the mysterious house was reached, one man guarded him during a great portion of the day. The second man was in and out of the room at intervals.

From conversation between the abductors and himself the young man learned that the abductors had been seeking to abduct one of the girls of the family and had been planning this coup for four months. At night, for some unknown reason, the men released young Cudahy from his chains and said: "We are going to take you home." Then they led him to a hack. He was driven rapidly through the darkness to Thirty-seventh street, where he was allowed to leave the carriage. From there he walked home, arriving there shortly after 1 o'clock in the morning. The bandits made no explanation to him why they gave him his freedom.

Daily Post, Dec. 21, 1930. (After Cudahy was released upon payment of \$25,000 ransom by his father.)



"those walls....!"  
(the breathless exclamation of dozens of visitors to the new Post-Crescent Building)



Only genuine walnut could have given to the Post-Crescent business offices their unique and breath-taking beauty. The dignity which this Oriental Walnut has given to these offices is indicated in the picture above; the beauty of the genuine Oriental Walnut is shown in the general manager's office at the left. Yet, to grasp the real beauty of this wood, you must see it for yourself. We are particularly proud of this — Matthews Brothers' — contribution to Appleton's most striking building.

Greunke
Grading Co.

## EXCAVATORS

FOR THIS MAGNIFICENT NEW BUILDING AND ALSO FOR THE  
NEW POST-CRESCENT BUILDING

106 W. College Ave.
APPLETON
Phone 1804

## Matthews Bros.

### Manufacturing Company, Inc.

Chicago
MILWAUKEE
New York



## Time Makes Many Changes in Paper

Old Time Sheets Have Little Resemblance to Modern Newspapers

Continued from page 22

\$498.96. Not long since it declared that it would save the city \$800 or \$1,000 in the item of printing. The public can thus see what a high regard for truth actuates the scallawag who edits that paper."

A personal divulges this enlightening information; "Prof. Henry Pomeroy has returned to this city from St. Louis to enjoy a vacation away from the stifling heat of that city. The Prof. is not looking as well as he did on the occasion of his previous visit, but a few weeks of our pure atmosphere will doubtless prove effectual in his case."

The most amazing column in the whole paper, which, incidentally, had only four pages, was called "Local Sun Rays." It was a heterogeneous jumble of short statements about anything from the weather to methods of saving your reputation. It ran something like this:

"We can sell you a neat, delicate printed card or a mammoth poster. No one has a right to keep a dog unconfined that is in the habit of biting. Black flies are said to be very abundant in the woods. Keep out of the broils and save your reputation. Strange that a few hitching posts cannot be set along the streets between the avenue and the railway track. Now is the time to kill your snapdragon and Canada thistle. Several matters unavoidably left out of this paper this week. The man who sings so horribly on Oneida-st should be brought before Justice Harriman for mimicking a banshee. Farmers very busy. Peaches in town. Very hot. Moonlight nights now. Keep cool. Bathe freely. Ripe red raspberries. Laborers are scarce. The streets are very quiet."

**Few Headlines**  
There were no banner lines, of course, and no headlines with the exception of single words at the top of some of the columns, such as "Briefs," "Dies," "Masonry", etc. Occasionally there was a longer headline in smaller type. Stories which ran from one to four columns long were sometimes continued to other pages, but no jump heads were used. Often stories ran column after column.

The advertising was more grotesque than the presentation of the

### Farm Editor



W. F. WINSEY

news. The pyramid arrangement of advertisements was not yet in usage, so the ads were placed one on top of the other, or stuck in any corner of the page where there was a convenient hole. The use of cuts—dainty pictures of cupids flitting in and out of a pair of heavy boots, etc.—often brought on a promiscuous arrangement of type, for the type made a border around the cut, regardless of the fact that sometimes it forced the reader to stand on his head or roll on his side to read it. If a two-column cut could not be squeezed into a single column ad, the ad was put in sideways.

The method of attracting the eye to the ad was through the ingenious use of "Hurrah!" "Great Opening!", "Great Bargains!", "Farmers and Everybody!"—and the seemingly always popular pointing finger.

The makeup was just as helterskelter. A "Black local" in the middle of a column, at the top or bottom, gave the paper a speckled appearance, and a three bank headline often was placed beneath a small, single line head. Because of the undeveloped methods of printing and the type of presses used then the ads on page one often showed through on page two, and most often the cuts in advertisements were just faint clouds smeared across the sheet.

There are 650 firms in London that are more than 100 years old.

## Farmers Call on Reporter for Aid

Post-Crescent's Farm Editor Knows Most Every Farmer in County

W. F. Winsey, white-headed farm editor of the Post-Crescent, can remember back to the days when he was a printer's devil and typesetter for the Daily Post. He is one of the oldest employees of the Appleton Post-Crescent, both in age and years of service.

He started working for the Daily Post in 1878. After his typesetting days he began soliciting subscriptions, and later wrote editorials and features. Now he writes all the farm news for the paper, covering important rural meetings and contacting farmers throughout the district served by the Post-Crescent.

Mr. Winsey spends practically all of his time in the rural districts, helping farmers with their problems, attending their meetings, discussing modern farming methods and in general maintaining a close contact between the farmer and the newspaper.

Farm agents have found Mr. Winsey and his farm articles of greatest help in carrying out their work. His own large knowledge of practical farm problems enables him to approach the problem of writing about farms in a manner that will arouse the widest interest among farm readers.

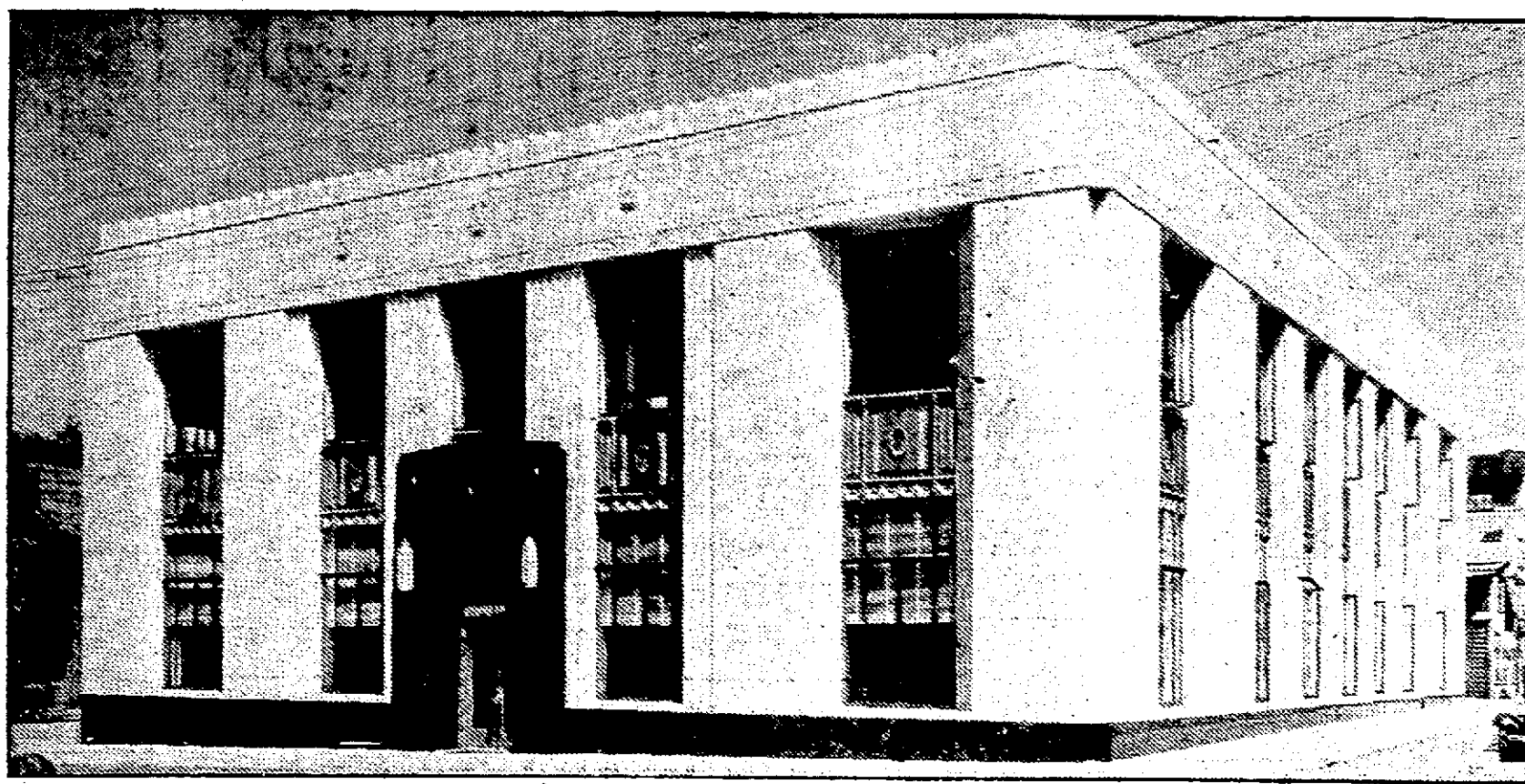
Before joining the staff of the Post-Crescent he was principal of the Third and Fifth ward schools for about a quarter of a century.

### Short Haul Airline Has Most Traffic

Washington—(AP)—The record for number of air passengers carried in 1931 has been awarded by the department of commerce to Ludington airlines, which operates between Washington and New York. In a consolidated statement of scheduled air transport operations for the year, the department showed that 58,569 passengers were carried by the line.

The company flew a total of 9,735,961 passenger miles. The record holder in this category was Transcontinental and Western Air, which accounted for 10,356,027 passenger miles in its New York-Los Angeles service.

Drugs and medicines cost people of the United States \$715,000,000 annually.



# One of the City's Institutions Pauses to pay its respects to another

Tomorrow marks a particularly auspicious event in the history of Appleton as a ranking city. The offices of its newspaper, now housed in one of the finest plants in the country, are thrown open formally for public inspection.

We have seen the city of Appleton during most of the years of its growth. No other single incident during that time impresses itself quite so much upon us as this monument to Appleton's journalistic expansion. Like this bank, the Post-Crescent is built upon its record of achievement in Appleton. Upon the continued achievement by this city depends its future.

Appleton has every right to be proud of what the Post-Crescent has done. The newspaper has paid a real tribute to the city and the people in it by erecting a plant which goes far beyond the hopes of even Appleton's public-spirited citizens. Newspapermen and builders alike view this structure with profound respect. Those outside the newspaper and building professions are pleasantly amazed at what the Post Publishing Company has accomplished. Not only has the city acquired a building of which to be proud, but it has every reason to expect a finer newspaper—already indicated by the Post-Crescent's typographical improvements.

The First Trust Company was able to serve the Post Publishing Company by handling the bonds which were sold to finance the new structure. Here is ample proof of our faith in what this new building will accomplish.

Today we, representing one of the city's leading institutions, pause to pay our respects to another. To you, Appleton Post-Crescent, our best wishes for success!

## FIRST NATIONAL BANK OF APPLETON

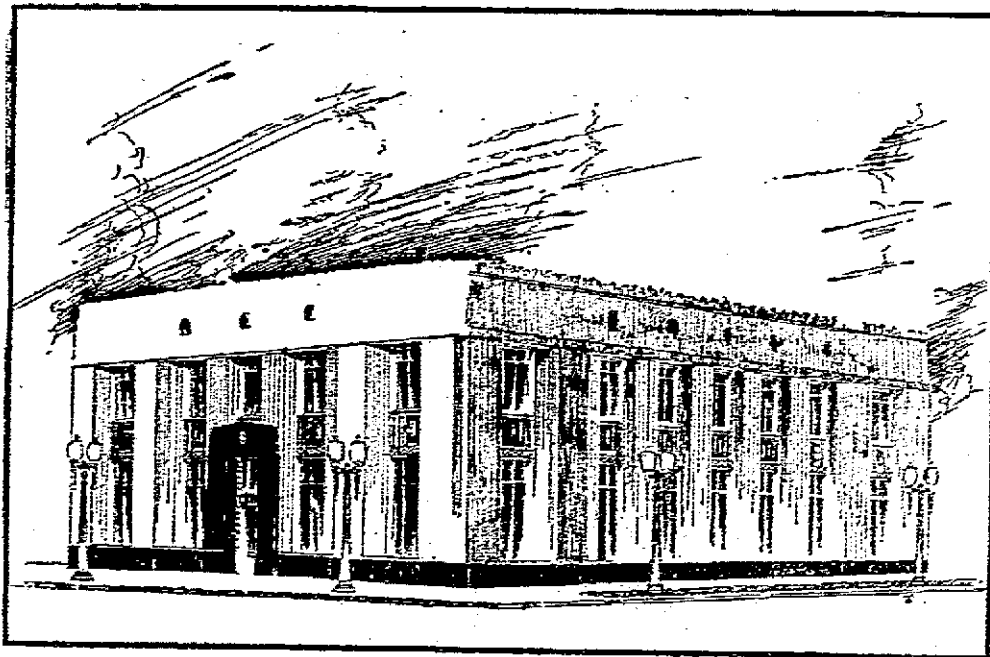
## FIRST TRUST COMPANY OF APPLETON

## FRIGIDAIRE

will supply

COOL, REFRESHING DRINKING WATER

in the new home of the  
Appleton Post-Crescent



The new Post-Crescent building—modern to the last degree—is equipped with the last word in modern water cooling equipment. Employees of the Post-Crescent are assured the year around comfort and convenience of water cooled to "just the right" temperatures by a Frigidaire Water Cooler.

Frigidaire Water Coolers promote better health and greater efficiency. They save time, steps and trouble. They end the waste of letting water run until it's "cool". They operate at surprisingly small cost—just a few cents a day.

Telephone or call for complete information about Frigidaire Water Coolers for your business.



## QUINN Bros., Inc.

APPLETON  
112 S. Oneida St.

NEENAH  
Phone 967 112 N. Commercial St. Phone 2210



# Sports Writer Finds Plenty to Keep Him Busy

Needs to Hustle to Keep Abreast With Constantly Changing News

BY GORDON MCINTYRE Sports Editor

Writing sports is THE job on a newspaper in the minds of the thousands who daily read the Post-Crescent.

The sports editor is the fellow who, hob-nobs with the great and near great in athletics, he gets in to all sports events free, he gets choice seats and is on the go all the time.

Sports writing is the aim and ambition of every kid and youth and the regret of every old man.

And so it is a great job—but when the spectators are wandering homeward, after a fight, a basketball game, football game or the like, you'll find the sports writer communing with his typewriter trying to tell how good someone was when he wasn't, grasping for phrases and words that will humorously and adequately describe someone's antics and wishing that basketball or football or baseball games had never been invented.

The sports department of the Post-Crescent keeps contact with every type of sports that people enjoy. The scope is both national and local with most emphasis placed on the local angle.

## Good Sports Town

And Appleton is an unusual city for sports because there is Lawrence college and the high school, there are three exceptional golf courses within a few miles of the city, there are baseball teams galore and more softball teams than that, amateur boxing cards that produce some of the most picturesque and entertaining stories, and several large bowling leagues.

The sports department of the Post-Crescent keeps a regular contact with all persons interested in and in touch with sports in the city. During the Lawrence college year there is regular contact with Coaches Arthur C. Denney and Percy Clapp. Joseph Shields and his assistants at the high school supply information on Orange sports. H. W. Miller on local sports, the professionals and assistants on golf. W. S. Ryan and C. C. Bailey on Y. W. C. A. sports and the managers of the many softball clubs—not to mention the "kids" that have their "gang" teams.

The sports page for the Post-Crescent usually gets started the afternoon of the day before it is to appear. There are coming events to be written about, and syndicated articles such as the Question Box or Consolidated Press stories from the typewriters of such nationally known scribes as Lawrence Perry, Francis Powers, Joe Vila, John B. Foster, and others, to be edited and headlines written for them.

"Too, the column, 'Chaff and Chatter' probably begins to take shape although chances are the sports editor has been thinking about certain little comments for days previous. A column, while comparatively short in length usually takes longer to write than anything else—it takes originality, long thought, and plenty of hard thinking.

Because sports practices and games often are held in late afternoon the sports writer makes his rounds at that time and day and very often wanders back to his desk at night to pound out a few stories or put down comments and reaction to the day's activity.

At 7.30 in the morning the Sports Editor is back at his desk and then begins a topsy turvy two and a half hours in which he edits telegraph copy that brings the latest in national and state sports. There also are many stories to be written—those that are brought to him during the morning, or stories on things that happened the afternoon before and that can be picked up through telephone conversation.

The Associated Press sports service which comes over telegraphic printers carries stories by Alan Gould, the Associated Press Sports editor, and a galaxy of other writers who cover the events and then give their reactions and express their experiences and opinions.

Pictures of sports celebrities come from two press services. Those that are not used are kept on file in the morgue and used at such time as needed. The Post-Crescent morgue has many hundreds of pictures of sports stars, all ready for instant use.

And while discussing sports, perhaps this is an opportunity to acquaint followers of sports with certain details of the activity that will enable them to get their stories in the paper and explain the sports writer's attitude.

**Closes at 10 O'Clock**

The sports page for the Post-Crescent daily is out of the way at 10 o'clock in the morning. No day can be accepted for the day's page after 9.30. The sports writer can be only one place at a time and he often fails to see games, or perhaps even hear of them. Then sports contestants and managers show telephone him.

Attitude of a sports writer in a story is another feature the general public often wonders at. The avid fans will demand that some one of some team be "panned", and friends of the contestants will resent the panning—so what's a fellow to do. First of all a sports writer is supposed to write details of the game as he sees them. However, that often necessitates comparison with former exhibitions with other teams and brings with it a curious comment.

The result is that comment must be tempered with a lot of things that come only with age and the wisdom that comes with age. A young writer may become caustic about an exhibition but to an older man the exhibition probably is funny and if handled that way it will draw attention to the story even if it doesn't draw people through the gate at the next exhibition.

# These Men Operate the Post-Crescent Presses



HENRY ZIMIER President



A. REHMER, Pressroom and Stereotype Foreman



JOSEPH BROWN Stereotype

## Tons of Molten Metal Poured in Stereotype Room

Expert Workmanship Required to Assure Good Newspaper Printing

The stereotype room of a newspaper, and of the Post-Crescent, might well be called the clearing house for all metal used for type, rules, for the linotypes and for the tubular plates on the presses, for it is from this room that all metal comes — and eventually returns.

The most striking pieces of machinery in the stereotype room is a huge electrically heated metal pot containing 2½ tons of molten metal heated to 650 degrees Fahrenheit when in use.

Into this pot goes all the metal from pages when torn down; here it is melted and again started on its way to many uses in a newspaper plant.

But to adequately tell about the machinery which forms part of the stereotype room perhaps it is best to start with the mat roller, a solidly built iron machine on which the page forms are placed and which sets in the composing room near the entrance to the stereotype room. Pieces of card board are placed on the type and on them the passes under a steel roller which makes the impression of the type in the card board.

From the mat roller the card board — now called a mat or matrix — is placed in either the electrical or gas scorcher (the Post-Crescent has both) where it is dried out in a tubular form.

When fully dried the mat is placed in a tubular caster which is a part of the metal pot and by pulling a lever, the stereotype room workman pours metal over the surface of the mat and the tubular plate to go on the presses is formed. The plate is cooled with the aid of cold water and placed in a machine which cuts off the edges and scours the inside so the plate will fit snugly on the press. The plate then goes to another tubular cylinder where workmen hand tool or dig out the high places that are not supposed to show in the paper — and might.

So much for the making of plates for the presses.

The stereotype room also has iron moulds in which shell casts or block casts of mats are made. These may be of small mats for cuts in advertisements, pictures, comics, or anything else that can be cast from a mat. And then there is a steel table with a big spoke wheel on the side, and a knife on the top on which the shell casts and block casts are placed and the bottoms trimmed.

Shell casts are about a quarter inch thick and must be placed on a base before used. Block casts are solid blocks of metal ready for instant use in a page. The primary difference between them is that the shell cast uses less metal.

A small metal pot stands in the Post-Crescent stereotype room, just across from the big pot and is used for melting drose. Drose is that part of the metal which comes to the top of the big electric pot and which fails to melt. It contains antimony, an important alloy in linotype metal, and which, after being purified in the smaller pot again is placed in the big pot.

The stereotype room also contains a circular saw, a work bench for the men, and a caster for "pigs" for the linotype machines. The "pigs" are long bars of metal which are fed into the metal pots on the linotype machines.

Virtually the same men who operate the presses operate the stereotype room. Both presses and stereotype departments are under the supervision of August J. Rehmer and his assistants are Henry Zimier, Joseph Brown and Levi Buman.

## Turk Flock Raider Discovered as Frog

Kerrville, Tex.—(AP)—A new kind of marauder has made its appearance on a ranch near here.

John Henderson, troubled with his flock of baby turkeys, armed himself with a shotgun and stood watch for the predator.

It turned out to be a bullfrog which leaped from the nearby creek and made off with the turkeys, one at a time. At its second appearance Henderson shot it.

## Prominent Business Men Once Carried Newspapers

"Aint she a pip. Yep, paid \$100 for her, and boy am I gonna peddle my papers in a hurry."

The time is June, 1892, and Joseph Koffend, paper carrier in the old Third and Fourth wards is proudly displaying his new Columbia bicycle which he purchased from Hugh Pomeroy with money he earned at the rate of \$1.50 a week on his route.

A carrier with a bicycle in those early days was destined to become the star of the force. And with subscribers few and far between, it meant something to be able to hustle around a tedious route of 100 customers.

Mr. Koffend vividly recalls the days he peddled papers for the old Appleton Daily Post. The newspaper plant then was on the second floor of the building where the Dame Book shop is now located. E. P. Humphrey was editor.

There were only eight carrier boys on the Post force at that time, and the Evening Crescent had six. The average route consisted of 75 to 100 customers, and in some cases there was only one subscriber to a block.

**Folded Own Papers**

High speed presses, which fold papers and count them out in bunches of 50 were unheard of. The presses in those early days moved

garnering an extra \$2 per week on the side, he said.

**New Years Racket**

The "New Years Greeting" racket was probably the most outstanding Mr. Koffend said. Every newspaper waited patiently for that day to roll around, because it meant \$10 to \$30 in gifts from subscribers. There were some patrons who purchased the greetings for \$1 while the average customer offered from 10 to 25 cents.

Mr. Koffend recalls that on several occasions Mrs. Mary Stansbury wrote the verses for the carrier boys' New Years greetings.

A few years passed and new carrier boys took over paper routes of the Evening Crescent and Daily Post. Among them were Emil and Edward Walthers, Guy and Roy Waldo, Carl Tesch and others. Mr. Waldo now is manager of the Park Falls Paper Co.

Emil Walthers, who carried papers for the Daily Post in 1896, and the two following years, recalls that his route of 125 patrons covered most of the First ward.

**Boys Made Money**

He remembers that the special St. Patrick Day editions of the Post on March 17 were profitable from the standpoint of the paper carriers. The special editions were studded with green shamrocks and sold like "hot cakes," Mr. Walthers stated. Extra copies issued at the newspaper office often brought a nickel or dime per copy.

At Christmas time, carriers would finish their deliveries with homemade bags filled with candies, fruits, nuts, and other goodies. Christmas and New Years were the outstanding days in the lives of the paper carrier.

Newspaper carriers today are a well behaved lot of youngsters compared to the gang that peddled in earlier days, he said. He recalls that it was the proud boast of several carriers back in 1896 to be able to chew tobacco for smoke Mullen weed cigars rolled with newspaper.

Mr. Walthers said Mullen weed grew in large quantities on his route at the foot of Green Bay-st, and in the fall of the year when the weeds were dry, he would bring back a paper bag full for distribution among the "smokers."

As early as 1897 a system of having an older boy count out papers to the carriers was adopted. One of the first boys employed on that job for the Post was W. J. Roemer, now head of the W. J. Roemer Lumber Co. Inauguration of that service put an end to the "extra racket" and met with the disapproval of the carriers, he said.

## Special Metal is Used for Printing Plates and Type

Lead, Tin and Antimony Are Principal Metals in Alloy

A necessary element to the automatic casting machines for stereotype plates in the new Post-Crescent building, is proper metal, consisting of alloys, which will mix, flow in a smooth stream and cool quickly. It must be remembered that a stereo plate must be at a cool temperature in less than three minutes after it is cast, that it may be handled by the stereotyper and pressman.

The principal metals composing all alloys used in type casting, are lead, antimony and tin. Although other metals are occasionally present, they rarely exceed one per cent of the mixture, and are introduced to slightly modify the main elements.

### Lead Is Base Metal

Lead is the base metal to which the other elements are added, and when properly compounded, form an alloy indispensable to one of the most widely distributed industries in the world, the printing business. Antimony is found in very lean ore deposits in the United States, and therefore, almost exclusively, is imported. The metal is usually found in China and Japan, these countries under-selling the market with an inferior quality, but of a texture suitable for newspaper casting purposes.

The main impurities in antimony are arsenic, iron and copper, its value depending on the absence of these three metals. Tin is one of the most valuable metals. Its ores are not found in the United States and therefore all tin is imported, in pigs or as ore. The best grades of tin are obtained either in the Straits Settlements or Banca. Some

## South American ores are now being smelted but are found to be of an inferior quality.

**Alloy Is Employed**

Lead, used alone, is too soft for casting purposes, and lacks many valuable properties needed for type use. The metallurgist has devised an alloy which is suitable, by adding antimony and tin in proper proportions, depending on the requirements of the service to be met. Antimony has the valuable property of giving hardness when cold, and fluidity when molten. In addition to these qualities, antimony will fill each and every space and corners in a mould and retain the exact position when it hardens, neither expanding nor contracting.

Tin is the third and last principle element in type alloy. Tin does not reduce the melting point of the alloy, as is usually believed, when considering stereotype metals. Tin does add much to the fluidity of the alloy and permits the work to be done at a much lower temperature. It also gives body to the metal, adding considerably to the toughness. The remaining point, worthy of mention, as to the property of tin, is its ability to give to the type, the smooth, perfect face, free from "cold shots."

## Frightened Horse Falls Into Ravine

The driver of the William Miskimmins milk wagon had a well nigh miraculous escape from serious injuries at an early hour this morning. A narrow drive-way over a gully about 15 feet in depth, leads north from the west end of the large ravine on the Avenue. The milk wagon was returning from the house at the other end of the bridge and when in about the middle of the structure a street car came along and so frightened the animals that they backed the whole conveyance through the railing and over the bridge, where wagon, horses, milk cans and man were dumped in almost inextricable confusion 15 feet below. The terrible fall smashed the wagon somewhat, the horses, however, escaped with but a few scratches and the driver with a few bruises. When the drivers see that horses are likely to do damage the car should be stopped, even if a minute is lost thereby. (Post, Sept. 10, 1886.)

## Tax Return 40 Cents Off—Back to Scotland

Superior, Wis.—(AP)—Duncan Grant, who lives in Scotland, hereafter will have to send the correct amount of his tax assessment to City Treasurer George Ostrom.

Ostrom made the ruling when he found Grant's remittance for personal property taxes this spring 40 cents short. He said he wouldn't object if this were the first time but that Grant has been from 10 to 25 cents short each year with his money orders.

This year's deficit was the largest yet and Ostrom sent the order back with a reminder to make the remittance for the full amount due.

Proof-reading as an art is shot full of holes. I don't know why, but anyone who reads the papers can see that it is so," said Mr. Vizefelly.



## The Battle for Business

The modern "Battle for Business" is not fought with swords and spears even though life still is "the survival of the fittest". Modern merchants depend on the quality of their merchandise, the service that their organization gives and the appeal of their shop windows to make people STOP and LOOK! Modern merchants will profit by lighting their windows effectively with X-Ray Golden Armored Reflectors the same as will the Appleton Post-Crescent with their modern lighting.

Curtis Lighting are the originators of Eye Comfort indirect lighting universally used for lighting offices, churches and banks. For home lighting they offer the Curtis Reflector Lamp adapter. Save money by attaching it to your own cherished floor or table lamp, — transform it into a modern up-to-date and indirect lighting reflector lamp at a very small cost!

Interesting literature on all phases of lighting will be sent on request to the Chicago office, 1123 West Jackson Boulevard, together with a copy of the romantic book, "The Golden Age of Armor", from which the above illustration was reproduced.

## Curtis Lighting CHICAGO

Milwaukee 152 W. Wisconsin Ave. New York 230 Park Ave. Toronto Canada Antwerp Europe

## BRICK

an invaluable building material, extensively used in the beautiful new Post-Crescent Plant

Interior, Exterior, Face and Common Brick

— all furnished by the

## GAGNON CLAY Products Company

Green Bay, Wis.



# German Papers Wielded Large Influence Here

**Volksfreund, Organized in  
1870, Still in  
Existence**

By R. J. Meyer

The early settlers of this part of Wisconsin were preponderantly Germans who came to this country seeking the greater opportunities offered them in a new land. Naturally enough they were inclined to hold together in strange surroundings and their view point did not always coincide with that of their neighbors of other nationalities. While they quickly learned to speak English, many of them lacked sufficient command of the new language to fully comprehend the problems which came up for discussion under conditions new and strange to them. Misunderstandings arose and factions were created because of this lack of understanding.

The necessity for a publication, printed in their mother tongue, in which the problems of social and political life could be explained to the new settlers, was early recognized. Herman Erb, who came to Appleton in 1861 where he entered the service of the Outagamie County Bank, was one of the first to appreciate the need of such a publication. In 1870, about the time the First National Bank was organized and with which he remained as cashier, president and chairman of the board until his death, Mr. Erb furnished the financial backing which called into existence the Appleton Volksfreund. It was the first newspaper printed in the German language in this part of the state.

G. Selbach had charge of the mechanical department while the editorial duties were cared for by Prof. A. Schindelmessner. Meyer Buys Interest

The Volksfreund, which was first published in a small wooden building on the site now occupied by the Langstadt Electric company, did not prosper under Mr. Selbach's management. A year after it was founded, Mr. Erb persuaded H. W. Meyer, at that time a teacher in a local private school, to buy his share of the business. Mr. Meyer at once took over the editorial duties, also acting as circulation and advertising solicitor and attending to the office work. The mechanical work remained in charge of Selbach. Two years later, in 1873, Mr. Meyer also took over Selbach's interest and from that time until his death was the sole owner of the paper. He was ably supported and assisted from the start by Mrs. Julie Harbeck, mother of Mrs. H. W. Meyer.

As the circulation grew the small wooden building soon proved inadequate to the needs of the business and it was moved to the second story of the building now occupied by the Appleton Tire Shop, at that time the home of Galpin's hardware store. It remained here until, in 1882, Mr. Meyer and S. Warner erected the building at the corner of College avenue and Morrison street now occupied by A. Galpin's Sons. Here Arnold Peerenboom conducted a dry goods and clothing store for many years, while the printing establishment occupied the upstairs and basement. Its last move was in 1916 when the building at the corner of Washington and Morrison streets, now occupied by the Badger Printing company, was erected by Mr. Meyer.

Immediately after taking over the Volksfreund Mr. Meyer announced that it was not to be a party organ. Regardless of the fact that the great majority of the voters in the district were Democratic, offering an easy road to quickly won circulation, the Volksfreund's policy from the start was that of independence of political affiliations. In pursuance of this policy Mr. Meyer was never a candidate for a public office, although frequently urged to accept nomination.

Another innovation introduced by the Volksfreund was that of having correspondents in every village and hamlet to report current events. Subscribers were encouraged to express their views on all public matters and many interesting discussions were carried on through the medium of its columns. This presentation of all viewpoints on every question was one of the most potent means of helping the early settlers learn to understand conditions in a new and unsettled country and teaching them to know and recognize the good qualities of their neighbors. The melting pot was at work and the Volksfreund was one of its most important agents.

The paper did not confine its activities to Appleton and Outagamie county, but found its subscribers throughout the entire section, especially in Calumet, Brown, Oconto, Waupaca and Winnebago counties. Wherever a few German settlers were located the Volksfreund penetrated, carrying on its work of making American citizens. Its circulation at one time was in excess of 8,000, which was considered enormous in those days of poor communication when election returns from villages only twenty miles away were sometimes not received for two or three days.

As the paper grew the managerial duties increased correspondingly and Mr. Meyer was soon obliged to delegate the actual editorial work of others, though his was always the guiding spirit. The first editor was Carl Commentz, who carried out the ideas of his employees most ably until called by death. He was followed by Franz Stummer whose writings won added renown for the paper until he was called back to Bavaria by family affairs. There he acquired a competence as a manufacturer and for many years was prominent in political circles. George Meyer and Herman Ellermann carried on for some years leaving the Volksfreund to accept positions on some of the largest metropolitan German papers, the attention of whose publishers had been attracted to them by their work on the Volksfreund. They were followed by Carl G. Seeger, now of Meyer-Seeger Music Company of this city, and Otto W. Schaefer, who was with the Volksfreund more than forty years.

# Custodians of Building



No mean task is involved in keeping the Post-Crescent building in a spic and span condition at all times. Mr. and Mrs. Harold Reitz (above) have charge of the building at night while Carl Reitz (right) is the custodian during the day.

# Most Folks Eager To See Names in Newspaper Type

**It's the Exceptional Person  
Who Doesn't, Country  
Editor Says**

BY A COUNTRY EDITOR

If names were omitted out of the papers, two-third of the fifteen thousand newspapers in the United States would go out of business. I have found that no matter whether the paper has a circulation of two hundred to two million, it depends on the personal interest stories and names of people to keep it going.

Many people say that they do not wish to see their names in print, but I cannot believe that such exceptions exist. People like to see their names in print and the more times they are mentioned, the more they like it. I have been connected with newspapers for many years and have found that trait the most characteristic in the business.

While editor of a country newspaper I have had several experiences that brought this out. One day a farmer came into our office to stop his paper. He gave no reason at first, I had to talk weather and crops and livestock and markets before he finally thawed out enough to admit that the paper might be all right, but he had taken it for two years and his name had never been in it once.

Stork Forgotten; Quits Paper

A feature writer on a great Chicago daily lives in one of the suburbs where we publish a local paper. Every week this writer's articles are featured and it is no novelty for him to see his name blazoned across three or four columns;

as compositor, pressman, bookkeeper and editor. It was his ambition to round out fifty years in the service of one institution, but ill health compelled him to lay down his editorial duties a short time before his recent death.

The independent policy of the Volksfreund soon won for it the confidence and trust of its readers. Wherever it came its word was law and the mere statement that "The Volksfreund said so" settled many disputes.

This very fact was exceedingly annoying to the local political leaders, especially among the Democrats. In an effort to whip the Volksfreund into line, the Appleton Wecker was founded in March 1873. The new publication was edited by Chris Roemer Sr. until his death and later by his son Herman C. Roemer, a well-to-do printer in Merrill, Wis., and by the late Engelbert Schueller, who was a member of the city council during the commission form of government. As a strictly party organ it never attained the circulation or the influence wielded by its rival. The publication was discontinued about the time America entered the world war in 1917.

The influence of the Volksfreund was shown in 1916 when Bryan made his free silver campaign. The Volksfreund refused to support him and Outagamie county "went Republican" for the first time in its history.

Again in 1904 when the Republican state and national tickets headed by the elder LaFollette and Roosevelt, the Volksfreund's power made itself felt. Because the Republican county convention in spite of appeals, had nominated a man for the assembly who was considered unfit for public office by the Volksfreund, the paper refused to support the county ticket, thereby supporting Roosevelt. LaFollette it waged war on the local candidates. The Republican state and national tickets carried the county by the then unprecedented majority of 3,000 votes. The assembly candidate, upon whom the fight centered, lost out to his Democratic opponent. The balance of the Republican county ticket barely scraped out office with majorities as small as 28.

The Volksfreund came into existence during a period when many new elements were coming to this country. It filled a sorely felt need and accomplished its mission of teaching the settlers the customs and manners of their new home. The establishment of the rural mail delivery, which widened the scope of the daily newspapers, was a severe blow to the weekly Volksfreund. Also, it had largely fulfilled its mission of transforming immigrants into American citizens. The younger generation needs no such instruction and naturally prefers its reading matter in the language of common intercourse. The result has been a gradual, but constant, loss of circulation for the Volksfreund. While it still has several thousand readers, most of them belong to the older generation and no longer participate actively in public affairs.



but when the local paper failed to mention a visit of the stork to his home he stopped his subscription with a violent verbal barrage that is still remembered.

On the other hand a request is often made to keep something out of the paper; but there is always a good reason for this. It isn't simply due to a retiring disposition.

For instance, a woman sometimes asks us not to mention her little company. "It was just a few of the neighbors in to spend the evening. You see, I am indebted to so many people that they might be offended if they saw in the paper that I was entertaining."

How About Your Pictures?

When it comes to having pictures printed in the paper there is occasionally one who does not want it, but the great majority of people are flattered (even though they don't admit it) and buy from a dozen to a hundred extra copies to mail to distant friends and relatives.

At times a man is reluctant about bringing in his photograph, but no such modesty deters his wife. If the picture is to be used in connection with some recognition that has been given friend husband, she'll stop in the midst of her baking, or leave her company at dinner, to dig up the desired photograph. The social climbers not only bring in their pictures but frequently offer to pay almost any price to have them printed on the society page.

Photographs and snapshots are brought in to every newspaper office with requests to have them printed, when there is no news value connected of a cut or the use of the space it would occupy.

His Cousin That's All

While I was editing a daily paper in central Iowa a few years ago, a friend came in with the photograph of a cousin who had just been graduated from an eastern university, and wanted his picture printed. Inquiry showed that the young man had done nothing conspicuous in any way at the university; he had never visited in our city, and was not known to a single family except these cousins. There were at least a dozen "home boys and girls" graduating that spring from various colleges and universities, but we did not think of using their pictures. Yet this man was highly offended because we did not see fit to have a half-tone made of his unknown cousin.

More small-town stuff? Not at all. A Chicago business man connected with a big wholesale house once brought out a half-tone and asked us to run it in one of our papers. The occasion was his appointment as a member of the entertainment committee for a trade convention. The meeting was of no local interest and the man was known personally to half a dozen readers but he wanted his picture printed and we printed it. By no twist could we give it a local news value, but he had done so many favors for us we could not turn him down. We knew what he wanted—he wanted to mail copies of the paper "back home" to show the people he had really made good in the city. Living in Chicago there was small chance of his ever having his picture in one of the big city dailies so he fell back on us.

Supposed to Know All

A newspaper office is always looked upon as a bureau of useful information. For a time I kept a memorandum of questions that were asked outside of business routine. Here are a few examples:

What time does the Pere Marquette train leave Chicago for Grand Haven?

Has Ohio got a state flower and, if so, what is it?

What does it cost to take an auto by boat from Detroit to Buffalo?

What was the popular vote for Roosevelt in 1912?

Why don't the police stop people from cutting across lawns?

Why don't the police stopw Sie How can I garnish the wages of a man who owes me sixteen dollars?

What's the population of Havana?

One night I was called out of bed by someone who wanted to know who said "Millions for defense, but not one cent for tribute." Another night my dreams were disturbed to have me settle a bet as to Wilson's exact age when he was elected to Presidency.

Didn't Know Baby's Birthday

A most amazing request for information was from a woman who came to the office one day to see if

we could tell her when her baby was born. She had forgotten the date, but she knew we had printed an item about it some two years before, and thought, of course, we would remember it. Six different papers are edited and printed in our office every week; but the mother who had forgotten the birth date expected us to remember it.

# SIGN OF RELIEF

"Did I appear nervous during the ceremony?" asked the bride. "A little at first," replied the bridesmaid, "but not after Fred said 'Yes'—Answers."

# MORE THAN A FEW

"Can I have a few words with your wife?" "How about taking over the few she's having with me?"—Passing Show.

# Germany Hoping Reparations Are To Be Abolished

**Expect Lausanne Conference Will Move to Aid Country**

BY LOUIS F. LOCHNER  
Berlin —(P)— All Germany expects Lausanne to give a first class burial to reparations. Bruening and his associates are certain to be disavowed if they sign any paper that will commit Germany, now or in the future, to additional war payments, or to use a term universally employed here to further "tribute."

Any government succeeding Bruening would be dominated by Hitler's national socialist and they have told the masses that they not only oppose further "tribute," but that they will declare the treaty of Versailles null and void.

The cat was let out of the bag on January 9 when, by an indiscretion the gist of Bruening's talk with Sir Horace Rumbold, British ambassador in Berlin, became known.

"The German government cannot now and will not in future pay reparations," the chancellor was reported to have said. The government press bureau hastened to explain that the chancellor had merely pointed out that Germany cannot pay and that, if the world is to recover economically, further reparations should not be demanded.

Freeze British Plan

Whatever Bruening may have said, the world knew that Germany would balk at further reparations. From Britain, soon there-

after, came feelers suggesting that Germany ought to agree to some mild, easily bearable sum, just to ease off the situation. They met with an icy silence.

By April 23 the German finance minister, Dr. Hermann Dietrich, felt he could calmly state in a public speech at Altona:

"After July 1 Germany will no longer pay. If I as finance minister, can announce this without provoking international complications, this may be taken as proof that the position has become pretty evident also to other countries."

Whether the creditors like it or not, the bald fact remains that all Germany believes her future depends upon shaking off "tribute." No German statesman can afford to compromise.

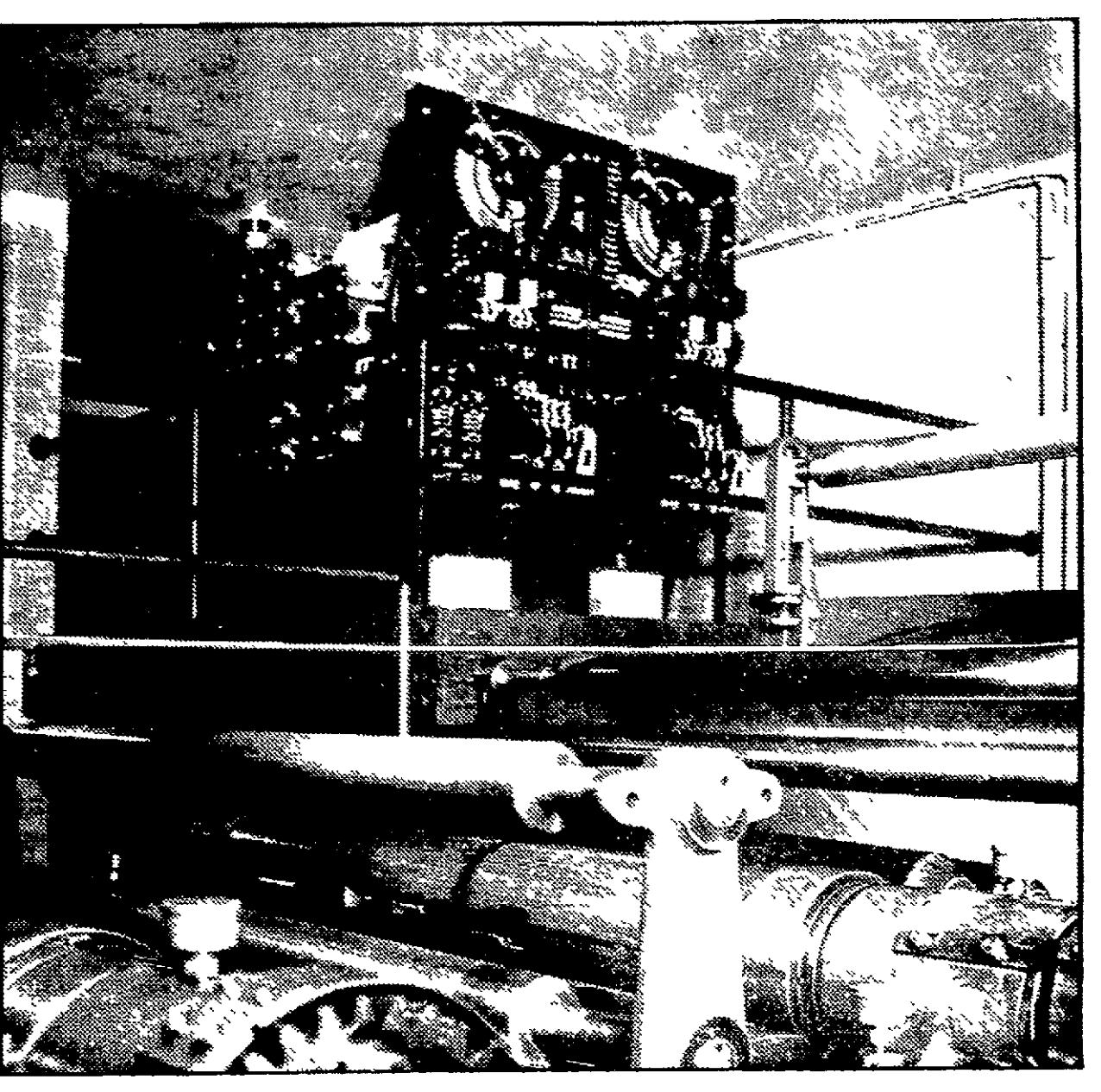
Even a quid-pro-quo, such as colonial mandates, or equality in armaments, or the acceptance of German railway bonds in lieu of reparations, can not, as public feeling,

in Germany now runs, sugar-coat a reparations pill.

Hence Bruening and his associates at Lausanne will make a last effort to convince creditor countries that only if reparations are "spurious verzeinkt," (sunk without trace) can the world recover. If that effort fails, the German chancellor will, under the pressure of public opinion, be forced to bow himself out of the conference and return home.

# Germany's Last Trump

The first acts of the German cabinet, on the return from a resultless Lausanne, probably would be declaration of a general moratorium, decree of the most stringent measures ever adopted by any government for preventing money from leaving Germany, and embarkation upon an experiment in autarky involving much the same sort of sacrifice as was required of civilians during the latter part of the World war.



# The story of Electricity, re-told in this magnificent new building HEAT .... LIGHT .... POWER

Within the walls of a magnificent building, the entire story of Electricity has been re-enacted. Here, in the new Appleton Post-Crescent plant, we see the application of electricity to produce heat, light and power.

Newspaper press plates are made from molten metal (a combination of lead, antimony and tin) and to melt this metal, the Post-Crescent employs a huge melting-pot, heated by electricity. At a terrific heat — kept even by electricity — this metal is kept ready for use.

Electricity is used exclusively to produce power for the Post-Crescent, Elevators, linotype machines, ventilating systems, monotype machines, Univent system, routers, jig saws, metal saws, mat rolling machines, proof-press, mat scorchers (also heated by electricity, automatic boiler stoker, and the Post-Crescent presses.

The press-drive, which converts electricity into power and is the motivating force for the roaring newspaper presses, was furnished the Post-Crescent through this company. Here is electricity in a typical industrial, heavy-duty application.

Electricity is used, of course, in all lights and signal systems throughout the building. Its unique application, however, is noteworthy. Striking light fixtures, efficient buzzer and signal-light arrangements, are an interesting feature of this building.

Electrical current operates the teletype machines which bring news to Appleton from the world at large. It furnishes the medium on which voice is carried over wires.

\* \* \*

Thus is the story of electricity re-told in the new Post-Crescent building. Practically every phase of man's adaptation of this mysterious force to business and industry is demonstrated in this newspaper plant.

To the Post-Crescent, an outstanding user of the electrical power supplied by Wisconsin Michigan Power Company, our congratulations upon the event of your formal opening. May your publication continue, as it has in the past, to serve, informal and entertain the people of the Appleton Area!

# WISCONSIN MICHIGAN POWER COMPANY

APPLETON NEENAH



# Two Triumphs of Const



## the new Appleton Post Office Building

Of all the lessons which America has learned during the past few years, one of the greatest has been Preparedness. America must be ready to greet the turning tide of business with an adequate working structure, one which can efficiently handle the needs of the America of tomorrow.

This lesson of Preparedness is the direct result of American Foresight which has grown with the need for cool, calculating thought. America must think clearly and build wisely.

In the new post-office which has just been thrown open to the use of Appleton we find a real example of American foresight and preparedness. Appleton has demonstrated her ability to stand up under trying conditions. She has shown an importance far beyond her population figures. She has given plenty of notice to the central states at large that Appleton will figure more prominently in affairs of the future than ever before.

Thus is Appleton's new post office, serving the needs of the Appleton area, a reflection of the new American foresight. Appleton's need for a larger and more adequate federal building has been present for some time. It would be, had nothing been done, a more obvious need in the future.

As the general contractor for this building, we take special pride in its completion. To the people who will use it, our congratulations on securing so splendid a public structure.

*Serving the  
needs of the  
people of  
Appleton*

## American Foresight

# TAPA

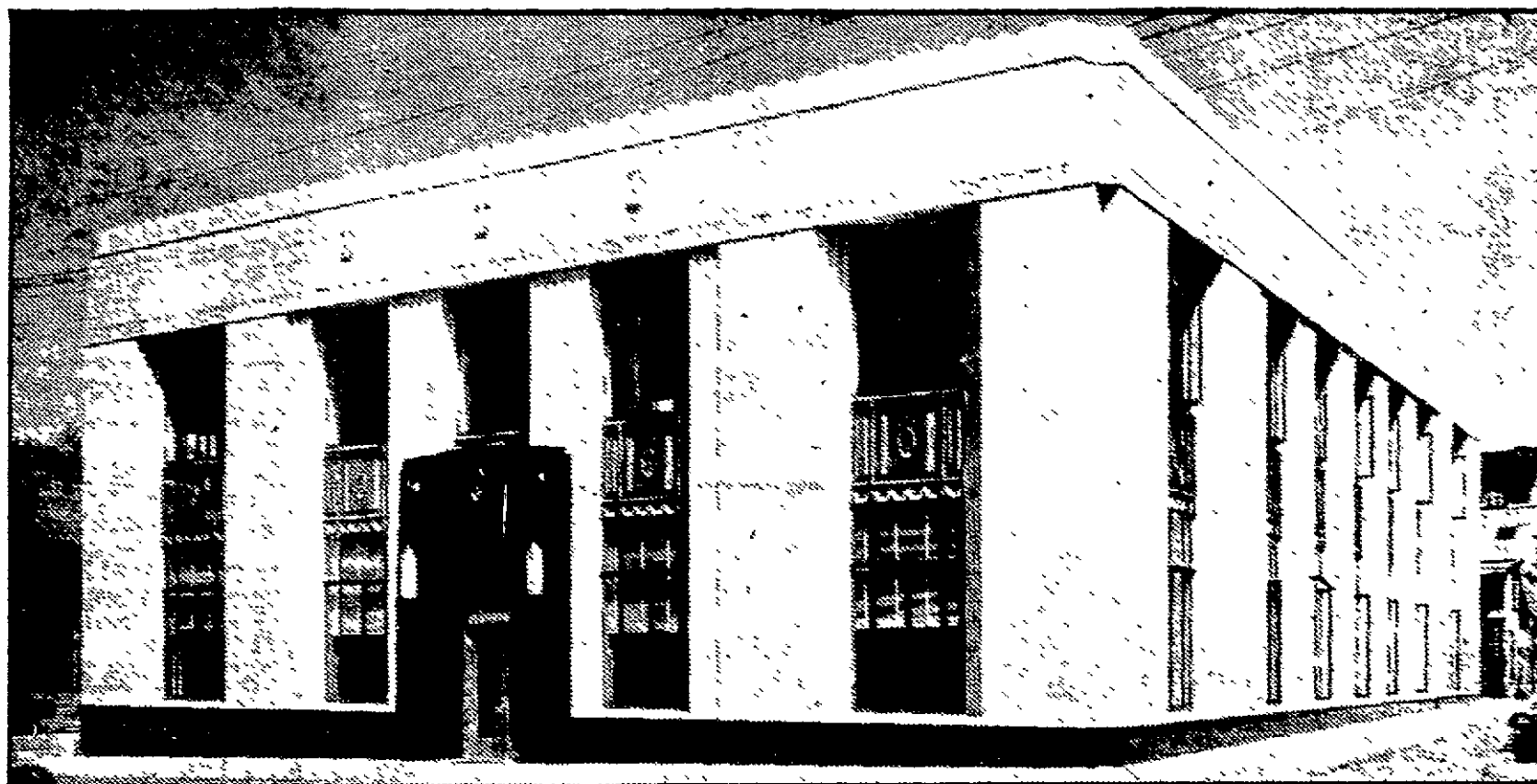
## CONSTRUCT

ALBERT LEA.



# Construction by Tapager . . .

## the new Appleton Post-Crescent Building



Since it first came into existence twelve years ago, the Appleton Post-Crescent has earned the title: "Wisconsin's fastest growing daily newspaper." Not only has it grown in a manner which reflects the growth of the city, but it has gone forward, setting an example for the city to follow.

### *Civic Progress*

Any newspaper is useful only to the extent in which it serves its city. It must defend the interests of its readers. It must act as a check upon government so far as the people's interests are concerned. It must lead the way to a better understanding of civic problems. In its presentation of news, editorial thought and advertising, the newspaper must seek always to intelligently and accurately inform and instruct its readers.

The success of the Post-Crescent is proof sufficient that this newspaper has done its duty to its readers. That, at a time when other institutions are retrenching, the Post-Crescent should choose to GO FURTHER AHEAD by building one of the finest plants we have ever seen, is additional evidence of the public-spirited character of Appleton's splendid representative of the Fourth Estate.

It has been a genuine pleasure to play so prominent a part in the construction of this newspaper plant. As contractors of many years experience, we have come to quickly recognize the differences in the ambitions and good taste of our clients. In our work with the Post Publishing Company, we have found at all times a singleness of purpose, expressed in high-type construction which insisted on beauty and permanency without garishness.

We are particularly proud, Post Publishing Company, to have been able to do this work for you.

*Guarding the  
Interests of  
Appleton's  
Citizens*

**GER**  
**ON CO. INC.**  
**MINNESOTA**



# Classified Ads Reveal Section Of Daily Life

**Joys and Sorrows, Humor  
And Pathos Pictured  
In Want Ads**

In no other department of a modern newspaper is there more intermingling of romance, drama, pathos and amusement than the classified advertising section. In the line upon line of close-set type, every day in the Appleton Post-Crescent there is revealed a cross section of the daily life of this community.

Employer and employee, landlord and tenant, buyer and seller are brought together from everywhere through its channels. Young couples seek small apartments to start their modest homes, tributes are paid to the dead, newcomers find their Appleton homes through its columns, a woman finds support to keep her little family together, the farmer sells his produce, parents of children now grown beyond infancy sell nursery equipment, a woman recovers a long treasured lodge pin, debts are disclaimed by overburdened husbands the same time that articles from sawdust to false teeth are bartered or sold.

The oldest and simplest form of advertising, classified advertising serves as a public utility for people in general in which an individual's wants are made public in the briefest possible form and which is answered in a relatively short time. It is the only type of advertising which is written by and for the mass, an appeal to specific wants.

**Community Service**

The classified advertising section is more than a service, it's an employment agency, a business service, an index of business activity and barometer of the seasons. Housemoving time in September is indicated through these columns by the flux of apartments and houses for rent. The summer season brings forth a flood of ads for cottages and summer homes for rent.

With the seasons come various types of merchandise, such as farmers, grains, and fish milk produce in the beginning of warm weather, household goods and automobiles for sale in the warm months. Just as farm auction sales spring up in numbers in the summer, and fall, ice boxes advertised in the summer and coal stoves in the winter, the spring brings numerous calls for baby cribs and carriages. Of all items of merchandise these last sell most readily through this column.

An interesting fact about seasons and the lost and found column is that this particular division is largest at the holiday season. There are more things lost and found during bustling activity in the community than any other time of the year, resulting in the numerous lost and found items advertised in the classified section of the paper.

This is one department which is always filled with the humorous, as what is termed by newspapermen, human interest, material. There have been many instances of men seeking to use this department as a matrimonial agency, but this type of advertising is not permitted in the classified section of the Appleton Post-Crescent.

**Find Homes For Children**

Homes have been found for children, missing persons have been located, a valuable diamond necklace was returned from the result of classified advertisements. In one instance a purse which had been stolen was returned to its rightful owner through an ad run by the parents of small children who had found the hidden wallet while on a fishing trip last summer. The peculiar things which have been advertised in the columns run all the way from wooden legs to such strange things as golf memberships.

The farmer uses the classified department extensively, employing it as a medium to sell or obtain livestock, poultry, farm supplies, seeds, plants, auctions and the sale of the farm property.

As a business feature, this department of the newspaper carries an extensive advertising for automobile dealers, funeral directors, moving and trucking companies, electrical companies, tailoring establishments, photographers, chiropractors, rental agencies, and special individual work. In the last case, individual business people, such as dressmakers, painters, electricians, machinists, housekeepers, laundresses and home assistants and a host of others use these advertisements to good advantage.

An individual feature of the Appleton Post-Crescent department is the index at the left side of the page in each daily paper which guides the reader to the particular section of ads for which he is searching. With this added convenience the subject matter is found without unnecessary reading.

Behind the scenes in the organization of this department are the two people who handle all the work. S. B. Rindal, classified advertising manager, and Miss Ruth Ashman, ad-taker. The service of the department is extended in three ways, through street selling, telephone advertising and counter service. Mr. Rindal handles all the accounts outside of the office and Miss Ashman takes calls over the telephone and counter. An interesting feature of being able to handle the job of ad-taker is the necessary quality of a pleasing voice, such as Miss Ashman's. In larger cities voice training is given to employees of voice training to assure the proper "telephone voice."

Mr. Rindal came to the Appleton Post-Crescent in 1920 and has been in charge of his department since 1921. His work not only involves the selling, writing and servicing of classified advertisements appearing each day in the paper, but determine if it is a legal and legitimate business offer before it is printed.

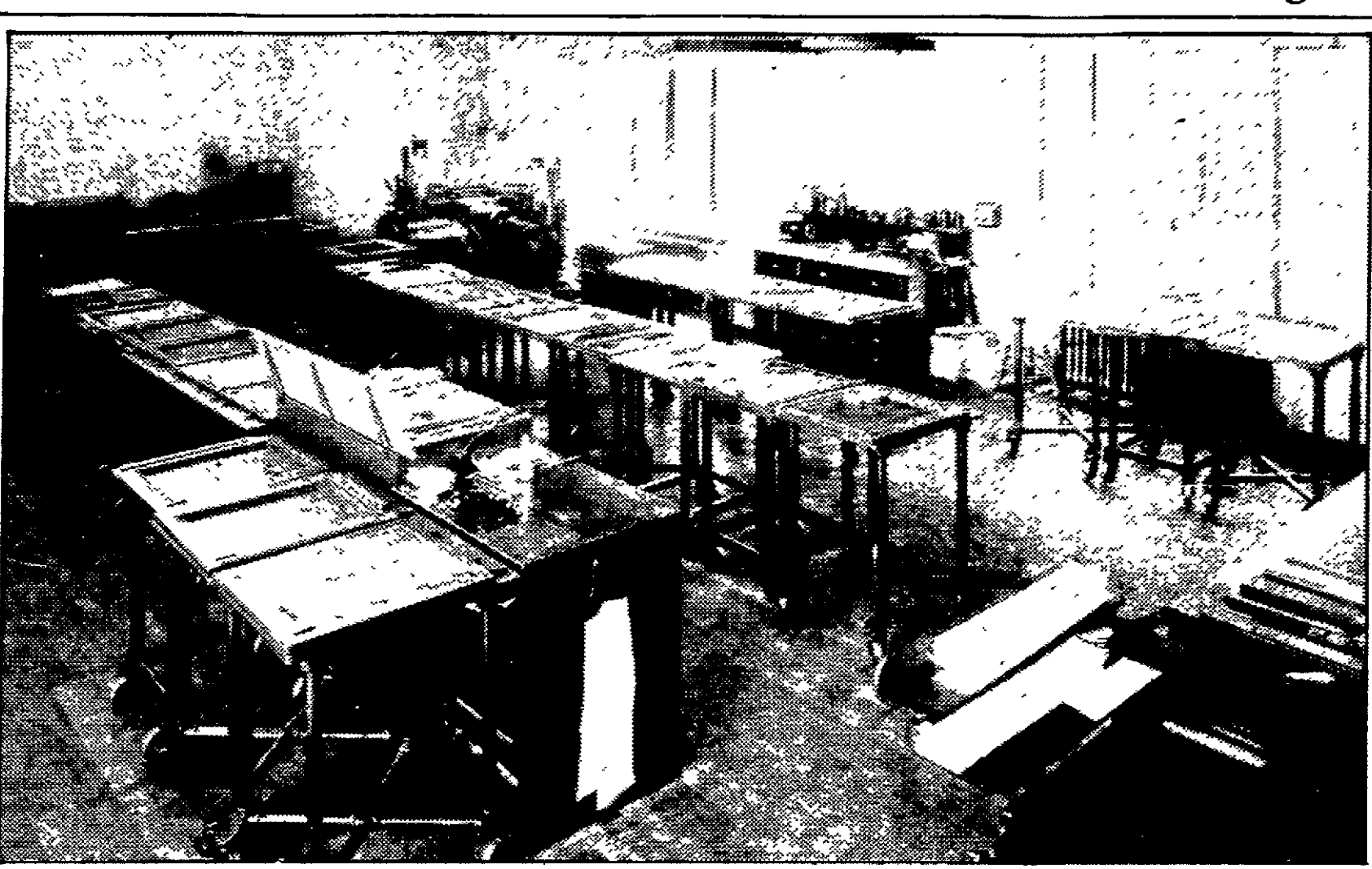
**EACH TO HIS OWN**

HUSBAND: Would you like to go to the movies tonight, dear?

WIFE: I'd love to, darling.

HUSBAND: Right! I'll go to the club.—The Humorist.

## Two Workrooms in Post-Crescent's New Building



Above is pictured a section of the composing room showing the make-up turtles, monotype machines and the workshop of the linotype mechanic. Below is the stereotype room with its huge melting pot full of molten metal, and its machines for preparing cylindrical plates for the printing press.

## Here are Some of the Terms Heard In Newspaper Composing Rooms

As the jargon of the editorial room differs from the jargon of other professions, so does the workaday language of the composing room and the stereotyping department differ from the news editors. Both have their pet phrases and their pet names for their machines and their activities.

Here are some definitions of the phrases and words in common use in print shops:

**Make-Up:** The act of assembling type in a chase.

**Justification:** The act of making columns even and type tight so that the form may be lifted and put on the press.

**Chase:** A metal frame in which type is placed and locked up for printing.

**Furniture:** Wooden or metal pieces that are put around the type to secure it in the chase.

**Quoin:** A patent device of various styles which expands allowing the printer to make his type tight in a chase.

**Lead:** Strips of lead column wide and a little less than type high which are placed between lines of type to tighten the form.

**Form:** A chase of type, locked and ready to go to the press.

**Compositor:** One who sets type.

**Composing-room:** A room in which type is set and forms are made up.

**Stone:** A table or counter with a stone or metal top which is perfectly flat used to make-up forms. Its name came from the fact that in the old days printers used a stone to lay the chase on as these were guaranteed to be perfectly flat and would not warp.

**Pit:** Type that it mixed up.

**Devil:** An apprentice.

**Hell box:** A box in which old type and metal are dumped to be melted or sold.

**Linotype:** A machine for setting type in a full line on one piece of metal or slug. The type itself is also termed linotype. This form of setting body, or small type has almost superseded the old method of hand setting.

**Monotype:** A machine for casting and setting type, keeping each letter as a separate unit. This type is not as durable as foundry type, which is cast in a type foundry. It is used more for large display type.

**Pi line:** A line of type used by a compositor to indicate his work. It is a meaningless jumble of letters with a number of key letters or the initials of the compositor at the end. This never appears in print.

**Galley:** A tray upon which type is placed after it has been set, while waiting to be put in the chase.

**Proofs:** A copy of printed matter. In all offices these distinct types of proofs are used; galley: taken as soon as the type is set and while it is still on the galley (these go to the proof reader and author for corrections); stone: taken by the make-up man as soon as the form is locked up ready for the press-room (this goes to the author and proof reader for a final O. K.); press: a proof taken on the press before the job is run, (this shows exactly how the finished product will look).

**Bank-man:** One who takes the galleys of type as they come from the compositors, assembles the stories and heads, strikes off galley proofs, makes corrections in galleys and puts the type in the racks under the stones ready for the make-up man to use in making up the forms.

**Plane:** A block of wood perfectly plane on one side, used to tap type down before the chase is tightly locked so that every letter and line will rest on its feet on the stone. It is tapped with a mallet.

**Alley:** The space between racks containing type, in trays called fonts. At these racks compositors, who set by hand and make up ads, work. They are called alley-men.

**Em:** The midline of a 12-point M used as a standard for the measure of width. A six column newspaper is usually 13 ems in width and a seven column newspaper is 12 ems or about two inches.

**Pica:** The height of a 12-point M used as a standard of measure for height. As the M is square the pica and em are both the same width so the terms are interchangeable.

**Point:** The point system was invented to take the place of the old system which gave each size of type a different name with no reference to the other sizes. In the point system, 72 points or dots equal an inch. Most newspapers are printed in either seven or eight point type. Two column matter is usually set in 10-point, three column in 12-point, etc. The common sizes of type are six, eight, 10, 12, 14, 18, 24, 30, 36, 42, 48, 60, 72, 84, 96, 108. The size of type in which a job shall be set is judged by the width of the column. It is the aim to make type of such a size that it is easy for the eye to catch the entire line at a glance and make reading easy.

**Press:** Presses are of several kinds, proving, Franklin, job, cylinder, flat-bed, and multiplex. The multiplex rotary presses are used for large daily newspapers and print from circular stereotype plates from rolls of paper. The paper goes in at one end of the press and the printed newspaper, ready for delivery, is delivered into the mailing room from the other end. The capacity of these presses is almost unlimited; they deliver about 20,000 per hour in the average office. Flatbed cylinder presses are used in many smaller newspaper offices and job shops. They have a delivery of about 1500 per hour and print one side at a time. It is necessary to feed them through the press two times and then fold them on a separate machine or by hand. A job press is the type used by printers for printing cards, letterheads, etc. The Franklin or George Washington is the type familiar in pictures of Benjamin Franklin getting out his paper. It is used today almost entirely by photo-engravers to get out proofs of cuts.

**Feeder:** A man who feeds paper to the press.

**Pressman:** The mechanic who has charge of the presses and is able to repair them when anything goes wrong. He supervises the placing of jobs on the press, the make-ready and flow of ink.

**Make-ready:** The process of making a form print clearly by underlaying or overlaying cuts with paper, cardboard, rubber or some similar material. If a cut or type is too high the block is cut out. Making ready is an art and much of the success of a job depends upon this phase.

**Work-up:** A quad, lead slug or piece of furniture that has worked loose and risen off its feet so that it is type high and prints with an ugly smudge. It is the duty of the feeder to watch for such work-ups.

**Stereotype:** A lead plate cast from a paper or papiermache pattern called a mat or matrix. This pattern is prepared from tissue and blotting paper by the stereotyper, most every one of whom varies the process a little according to his own improvements. The mats are made according to the wet or dry mat process. The wet mat is most in favor and is as the name implies, wet when it is placed over the form and pressed into the shape of the type by being covered with wet felt blankets and run through a steam table or press where it remains until it dries.

**Set:** A term used to denote that some eliminated matter is to be left in the copy. Literally it means "let stand."

**W. F.:** Literally means "Wrong Font." A term used to denote that an odd size or style type has been used with other type.

**Imposing:** Arranging pages of type so that the printed sheets will fold in numerical sequence.

**Side sticks:** The wooden blocks that go against the side of a chase for the quins to lock against.

**Signature:** The eight, 12 or 16 pages made at one printing or on one sheet of paper which are assembled to produce a large book.

**Reglet:** A thin strip used to separate columns or place against column rule when more space is wanted.

## Paved Scenic Road Along Mississippi Is Goal of Iowans

**Pavement from Gulf of  
Mexico to Twin Cities  
Is Planned**

Clinton, Iowa.—(AP)—An all-paved highway to tap the scenic wonderland of the Mississippi river valley, along its entire length is planned by Iowans living in river cities.

They have banded together as the Mississippi River Highway association, their aim a paved route from the Gulf of Mexico, along the west bank of the river to the Twin Cities thence to Port Arthur, Canada.

Thus far the effort has been confined to Iowa and the association has succeeded in having the Iowa highway commission designate many of the river roads as primary highways. Much of the route in Iowa is covered by federal highways 35 and 61.

Two residents of Bellevue, Joe Young, president of the association, and Dr. M. W. McQuilton, have played leading parts in organizing the group. Near their town is Bellevue State park, one of the real scenic treats along the river.

The association has no employees, all work being done on a volunteer basis. The members have financed most of the promotion themselves, aided by modest contributions from cities along the route.

The highway, as planned, would pass through Louisiana, Arkansas, Missouri, Iowa and Minnesota. In Iowa it would touch the cities of Keokuk, Fort Madison, Burlington, Muscatine, Davenport, Clinton, Bellevue, Dubuque, McGregor, Lansing and New Albin.

The association plans to operate through highway commissions in the state affected, convincing them of the advisability of establishing and improving their sections of the route.

## Generalissimo of Errand Department



Like Topsy, Rudy King just grew—and in seven years, with his happy-go-lucky smile, he has "grown" himself into the hearts of practically everybody in town. Rudy knows everybody and everybody knows Rudy, and although Rudy has no parents, he draws parental affection from everybody in the Post-Crescent plant.

Rudy, an orphan most of his life, has lived here and there for many years, and since 1926 has been the errand boy at the Post-Crescent. Want a package of cigarettes—send Rudy! Need a flyswatter—send Rudy! Meet a bus—send Rudy! Rudy goes and Rudy comes back, all day long. If he isn't where you want him to be Rudy is either picking up ad copy for the advertising department, chasing down to the engraving plant with a picture, or—and this is just his sidelines—doling

## Kidnaped Cow Back For Grocery Ransom

Menard, Tex.—(AP)—Kidnaping for ransom has made its appearance in livestock circles in Texas. A prize cow belonging to George Stangel, bank cashier, was taken from her pen recently. Stangel received a note telling him to place \$10 worth of groceries in the cemetery, whereupon he would be told he whereabouts of the animal.

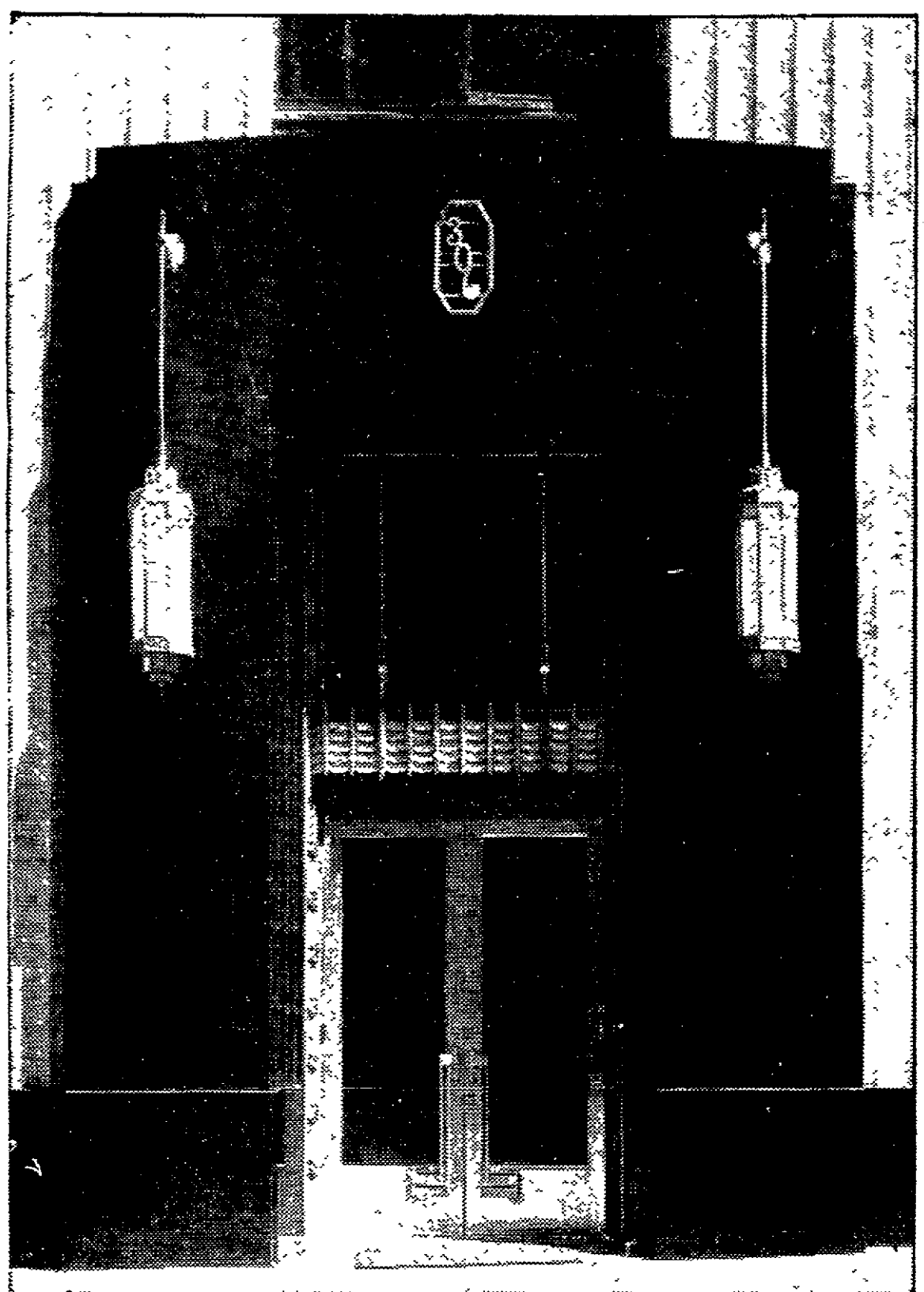
At a given spot he found a note directing him to the cow, which he retrieved.

cut cokes, candy bars or peanuts at a cigar store.

Besides being at the beck and call of everybody in the plant, he keeps the proof presses clean, hauls "sigs" (chunks of metal) to the linotype machine, and spends a couple of hours each day practicing on the linotype machines.

Outside of working hours, Rudy spends his time dancing and swimming, that is when he isn't engaged in the pleasurable pastime of picking an argument. Independent as a polar bear on ice, Rudy has an infinite capacity for fighting, but after it's all over the old cheerful smile breaks out and Rudy's temper fades like the waves on a calming sea.

When it came time to departmentalize Rudy, so his picture could be grouped with those of the composing room, the business office, the editorial staff, or the press room, the makeup man scratched his head, wondered where in blue blazes to put Rudy, finally gave up and called Rudy a department all by himself. He belonged everywhere, and having only one face, it could hardly smile out at the Post-Crescent's public from five different places. So Rudy, with his infectious smile and willing feet, becomes director, superintendent, manager and boss-in-general of the Errand Department.



## from this entrance, through the entire building - CORBIN

This firm, associated with Appleton since the city first achieved recognition as such, finds much to be proud of in the fact that Corbin Hardware, furnished by Galpin's is used throughout the new Post-Crescent building. It is our sincere wish that the hardware we have furnished will adequately serve this great newspaper plant during its many coming years of usefulness to the Appleton area. The type of service we have rendered the Post-Crescent is yours as well. We invite you to avail yourself of the experience, quality and economy which is Galpin's.

# AGalpin's Sons

## Hardware at Retail Since 1864



# No Congestion For Long Time In Postoffice

New Federal Building Designed to Meet City's Needs for Years

By H. K. Derrus  
Appleton's new post office, at the northwest corner of Superior and Appleton-sts., is of classic design with an exterior of Indiana limestone. The new structure cost approximately \$185,000, exclusive of site or equipment.

The building is 123 feet long and 28 feet deep, with a full basement. It is two stories in height, with the second story of a "U" shape, part of the main section of the building being but one story high.

The main entrance to the building is on Superior-st. A hexastyle portico provides an architecturally artistic entrance. Six long columns of Indiana limestone line the entrance to the building.

Three self-closing double-door entrances lead to a small vestibule and from here three more double-doors lead to the main lobby with its commodious floor space. The lobby, 19 feet wide, forms an "L" along the east and south sides of the building. Paneled and ornamented white plaster walls and ceilings beautify the lobby. Wainscoting in the lobby is of Mankato marble while the floors are of terrazzo with fields of Verde Antique marble. The entrance doors also are trimmed with Verde Antique marble. Woodwork in the lobby is of light or red birch. The light fixtures are of special design for the treasury department, made of white alabaster, hung by chains from the ceiling.

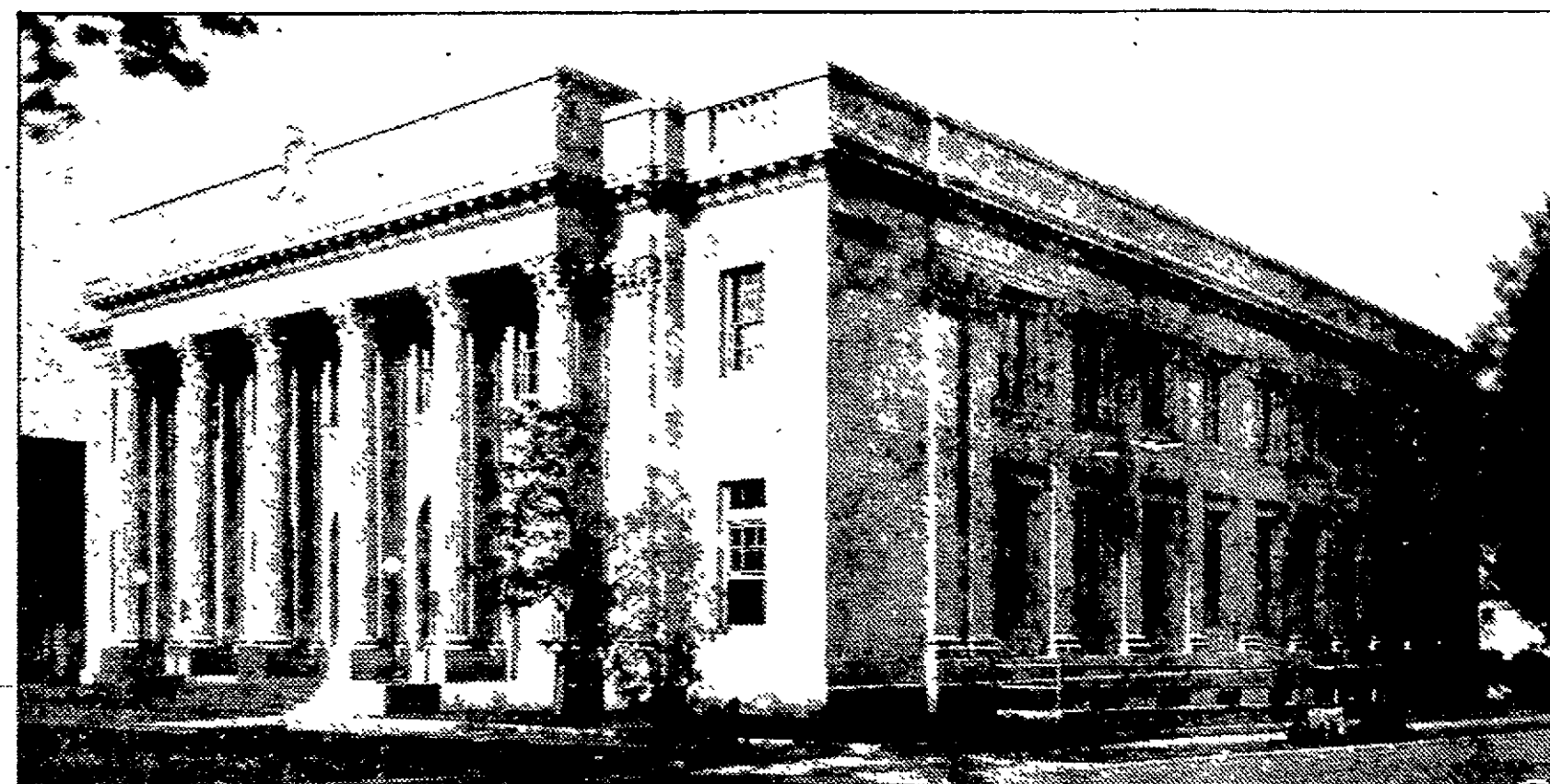
On the north wall of the lobby are two bulletin boards, one carrying a directory of the building and the other carrying public information.

## No Congestion

The east and south lobbies are separated from the general workroom of the office by lockbox bays in the south lobby and service bays in the east lobby. In the lock box bay there are 700 rental boxes. The service bays in the east lobby contain windows for parcel post, sale of stamps, general delivery, information, money order, registry and postal savings. Desks are provided in both the east and west lobbies, and the lobbies are so spacious that even during the heaviest holiday rush there is little likelihood of congestion. In the southeast corner of the lobbies is a staircase with ornamental iron rail and marble treads and rises, leading to the second floor. In this same corner is a doorway leading to the stairs to the basement.

Offices of the postmaster and assistant postmaster open from the north end of the east lobby. The

## Appleton's New Postoffice Ready for Occupancy



The new federal building, pictured above, will be ready for occupancy early in July. The building, of classic design, cost approximately \$185,000 exclusive of equipment and site.

office of the superintendent of mails opens from west end of the south entrance. The superintendent of mails' office will be enclosed in wire netting and it will be a part of the general workroom, thus making it possible for him to see at all times the men who work under his supervision.

Floors in the postmaster's and the assistant postmaster's office are of oak. Paneled wainscoting 4 feet high has been installed in the former office, and the walls above are of white plaster with a ceiling of ornamental white plaster. The light fixtures are in pendant style of figured alabaster. This room is 15 feet wide and 22 feet long.

The postmaster's office connects with the lobby and with the assistant's office. The assistant's office, in turn, has a private connection with lobby and it also connects directly with the workroom. The assistant's office also includes a steel vault for the storing of stamped envelopes and other supplies.

Directly off the assistant's office is the financial section of the workroom. This is separated from the rest of the work room by a steel netting. This section will embrace the C. O. D., registry, money order and postal savings departments, and contains a steel vault and space for the storing of supplies.

**Huge Workroom**  
The general workroom of the building is double the size of the workroom in the old post office. It is 34 feet wide and 100 feet long. At the west end of the work room is a mailing vestibule and a mail-

ing platform. Mail is brought to the platform at the west end of the building from an entrance leading off Washington-st. and into a concrete yard which is large enough to accommodate six large mail trucks and all the cars of the postal employees. To the south a driveway leads to an alley along the west side of the building.

Specially constructed heavy doors, fitted with heavy locks, lead from the mailing platform to the mailing vestibule. The platform, covered by a roof, is 14 feet wide and 70 feet long. The vestibule contains a scale for weighing special mailings.

From the mailing vestibule specially built double doors lead to the general workroom. These doors are designed to protect the workers who are on duty at the postoffice at night.

**Another Workroom**  
In the basement, directly under the general workroom is an auxiliary workroom, 53 feet wide and 76 feet long, where parcel post can be handled during the Christmas rush. A service elevator connects the basement workroom with the general workroom.

Flooring in the workroom is of southern pine wood blocks, installed by force coating the central structure with creosote and hot asphalt, in which the blocks are bedded with the grain uppermost. These blocks are then sanded, the cracks are filled and they are covered with two coats of varnish. The

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## Inspector Has Had Wide Experience

William W. Cooke Supervised Construction of Federal Building

Years of technical training and experience fitted William W. Cooke, construction engineer with the federal treasury department, for his difficult task of seeing that Appleton's new federal building was conformed to the rigid construction rules outlined for government buildings. Mr. Cooke, who has been in Appleton since the first work started on the new post office, has been in constant attendance while the work progressed.

Mr. Cooke entered the federal service in 1907 as an architectural engineer, a position he held for 12 years. When public construction work was abandoned to use these funds to pay off the war debt, Mr. Cooke was transferred to the war department for some time where he took over vocational training of overseas men at one of the state teacher's colleges in Ohio. At the close of the war he was retained as counselor for disabled veterans and directed a department of vocational guidance at schools and hospitals to aid soldiers in preparing themselves for gainful occupations.

For a short period later he practiced as a private architect in Gary, Ind., completing many city and county jobs. He was recalled to the service shortly before the Appleton federal building contract was awarded. Mr. Cooke's territory includes Pennsylvania, Ohio, West Virginia, northern Illinois and Wisconsin.

Mr. Cooke has supervised building projects in Ashland, Beaver Dam, and Oshkosh and Menominee, Mich., and he is now supervising the building of the new post office in Menasha and at the same time he is completing his work here. He has helped select sites for the new post offices in Two Rivers, Wisconsin Rapids and Waupun.

A graduate of Claflin university in Orangeburg, S. C., Mr. Cooke received his technical training at Columbia university in New York and Massachusetts Institute of Technology in Boston. Following completion of his studies he acted for a time as director of technical training in Claflin university, Savannah, Ga., and Wiberforce State Teacher's college in Xenia, Ohio.

Mr. Cooke's experiences have fitted him well for the difficult task of overseeing a federal construction project. It is his job to carefully inspect all materials which are used in the construction of the building, even though the contractor and the producer must first have made these products according to government regulations. He also checks materials for quality and quantity.

## Can't Beat Hands For Sorting Mail

Machinery Has Made but Little Progress in Displacing Men

Machines have been devised for milking cows, adding figures, and detecting liars, but apparently nothing will ever replace the human hand and mind in the great business of sorting Uncle Sam's mail.

Contrary to most expanding businesses the distribution of mail has tended to become a more simple rather than a more complex process. The institution of new systems, such as rural distribution, has relieved much of the congestion in the general delivery and parcel dispatch department, and changes in the method of stamping mail has resulted in the saving of a great deal of time.

Practically the only two mechanical time-saving devices installed in the Appleton postoffice in the last 30 years are the cancelling machine and the computing scale. All other methods have remained the same, and in some cases more modern equipment has been found less effectual than the old-time contrivances, with the result that when the postoffice moves into its new building the more recent slot-type cases for distributing mail will be discarded and the old rectangular cases will again be put in use.

The first mechanical cancelling machine installed at the local postoffice, in 1900 when the postoffice was located in the Post building, was a poky, cumbersome affair. However, the one in use now, cancelling 800 pieces of mail a minute, The letters slip through the cogs with a speed that rivals newspapers piling out of a newspaper press, and seldom are any letters mangled in the process. Hard objects included in letters, such as candy, jewels, etc., if not sorted out before they are put through the cancelling machine, often are crushed. Some letters, especially those containing objects which cannot be put through the cancelling machine, are still stamped by hand on the old-fashioned desk with the inclined top. However, stamping by hand these days is a much simpler process, as only the time the mail is dispatched is noted, whereas years ago letters were back-stamped with the time when they were received.

While the simple balance scale still is used in many instances, the modern computing scale makes it possible for the clerk to determine weight, distance and cost at a single glance.

Years ago some postoffices inaugurated distributing machines, but the frequency of errors made it necessary to discard them. So far nothing has been invented that can sort the mail into the proper boxes with the speed and accuracy of the human hand.

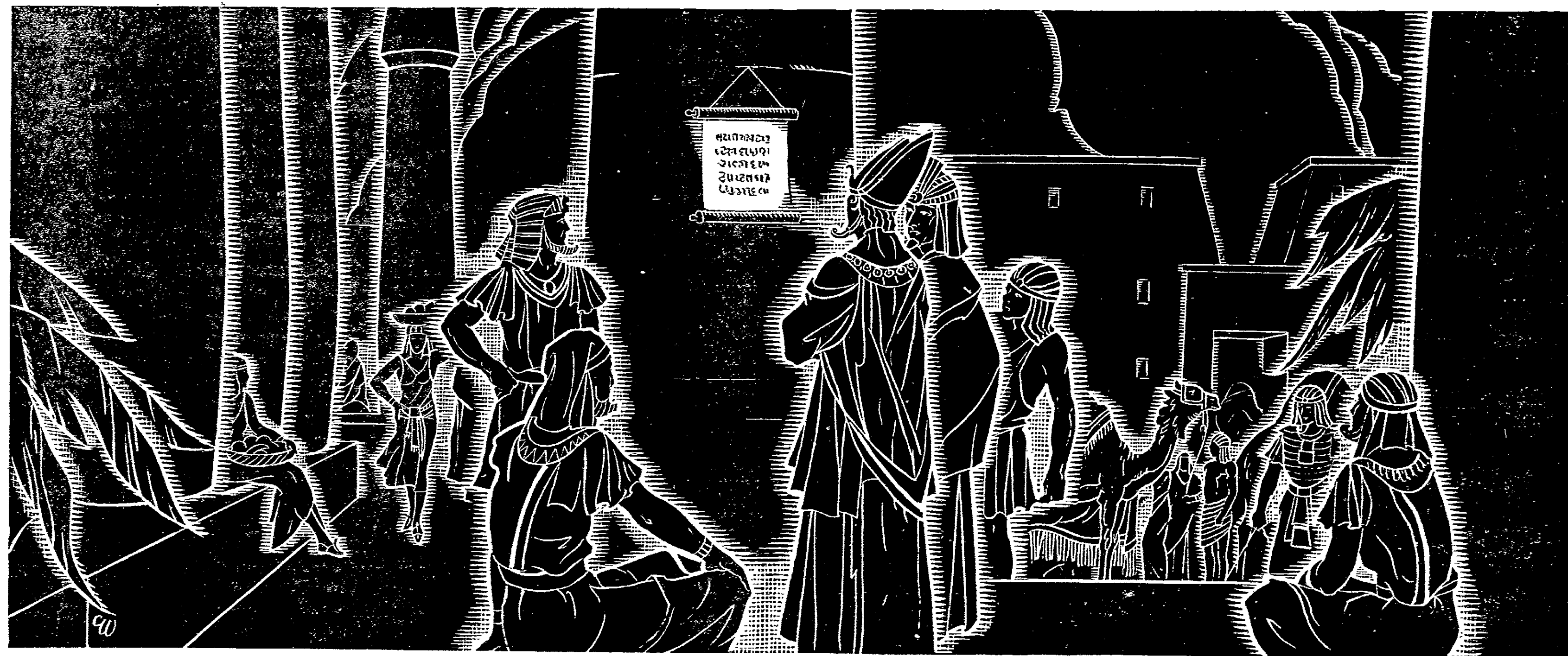
## Tom Reid's Versatility Gets Him Out of Bad Spot After Virulent Campaign

BY EDWARD P. HUMPHREY  
It may not be generally known that one of the sponsors of The Appleton Motor, which was the first Republican newspaper in Appleton, forerunner of The Post, was Frank Ryan, one of the six Ryan brothers, four of whom were associated in the founding of The Crescent. Frank Ryan, whose features and bushy hair made him strongly resemble Alexander Dumas, was the only one of the brothers who espoused Republican party principles. He had been appointed by President Lincoln as register of the land office at Menasha, and on leaving that position came to Appleton to The Motor. After Alex. Reid established The Post, George M. Miller was associated with him for a few years, mostly as outside solicitor of subscriptions and jobs. For a couple of years at this early day when The Post was moving heaven and earth to make financial ends meet, it had to fight the competition of another Republican paper, the Appleton Times, whose owner and editor was Capt. J. N. Stone, who afterward established the Neenah Times and conducted it for very many years until his death. The Appleton Times and Appleton Crescent were located on the second floors of the buildings occupied by Pettibone's drygood store and the one adjoining on the east, occupied by Kuderling's store. A hall ran between the stores and The Times was on one side of this hall and The Crescent on the other. The freewords however were not so much between The Times and The Crescent in spite of the convenience of their contiguity as between The Times and The Post, rivals for the favor and perquisites of adherents to Republicanism. Capt. Stone and Alex. Reid called each other almost all the opprobrious names in the lexicon. One of the least of those applied to Capt. Stone by The Post, was, for some significance unknown to me, "Old Butternut." When Alex. Reid was married Capt. Stone concluded a brief news paragraph announcing the event with some classic or scriptural quotation concerning "A reed shaken by the wind." In the case of the proud bridegroom this example of airy perfumage resulted in a perfect whirlwind of indignation which for a time threatened physical perquisitions.

**Piling an Editorial Page**  
Everyone in town knew that Tom Reid was a man of volatile temperament, likely to hit the ceiling at the slightest excuse, but few were aware that Alex. Reid was a man of turbulent emotions. The emotions were there, but he kept them under better control, and only rarely did they get away from him. I recall one incident when they did. In those days contending newspapers did not hesitate to attribute to political office seekers the most unworthy and dishonest motives, and after publication by The Post of a particularly scorching editorial the Democratic candidate excoriated therein sent word to The Post that he wanted a thousand extra copies of the paper containing the article. Presumably these papers were to be sent to friends of the candidate for the purpose of inducing them against the support of the Democratic candidate. When the order for the extra copies came in, Alex. Reid in a panic rushed out to the composing room and administered a heavy kick to the form containing the editorial page. This of course puffed the whole form and made it impossible for the extras to be printed.

**Killen Fools Tom**  
An amusing anecdote in which Tom Reid was concerned occurred when Rev. R. H. Pooley was pastor of the Methodist church. Mr. Pooley was not as mild-mannered as domineers usually are expected to be. He did not hesitate, when he thought desirable, to carry politics into the pulpit. One day he (or supposedly he) called Tom on the telephone, informed him he disagreed with some editorial statement of The Post, and invited Tom to come to church the following Sunday and hear The Post's argument pulverized from the pulpit. Tom hemmed and hawed and said he would come, and when Sunday morning rolled around he did go to church as novel experience for him, and took a prominent seat to listen to what was coming. But strangely enough Mr. Pooley made no reference to The Post or to any of its expressed opinions. Tom spoke to Mr. Pooley about it after the service and the minister declared he had never called Tom up and asked him to church, knew nothing about The Post editorial and intimated that The Post's opinions were a matter of indifference to him anyway. As Tom (to use a modern expression) had done a good deal of broadcasting to his friends concerning the expected forthcoming discussion, and the interest it would arouse in church and political circles, the denouement was not a little humiliating, and Tom swore summary vengeance. When it came out that that practical joker Will Killen was responsible for the Pooley impersonation, Tom vowed he would "wipe up the floor with the darn little cuss" when he caught him. I think it was after the election when Republicanism in Wisconsin was overturned and George W.

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● The first known advertisement is a sheet of papyrus preserved in the British Museum dated about 3000 B. C. which offers a reward for the return of a runaway slave. One copy hung in a public meeting place. ● This advertisement was not printed mechanically by the thousands but with a reed pen dipped in ink made of charcoal and oil by an ancient Egyptian. ● We, as photo-engravers, are in somewhat the same position as the ancient Egyptian because we produce only one announcement—usually pictorial—an engraved plate on zinc or

copper. ● Duplication of production units is entirely unknown in the engraving industry. Every unit is a new artistic venture, successfully executed by virtue of long experience in the development of the skill of the craftsman. Appleton Engraving Company is a company of craftsmen. Fine craftsmanship is the cornerstone upon which this institution was built; and unfailing maintenance, uncompromising fidelity to modern photo-engraving manufacturing detail, and conscientious service is the basis of its continued existence and sound growth.



# APPLETON ENGRAVING COMPANY





## 1st Postoffice Opened Here in Spring of 1849

Mail Service Established  
Year After First Set-  
tlers Arrived

In March, 1849, a year after the first white settler arrived, a postoffice was established here by act of Congress, and John F. Johnston was appointed first postmaster. Mr. Johnston operated the postoffice in a little wood frame structure at the northeast corner of College-ave and Morrison-st where the A. Galpin Sons Hardware store now stands.

The initial consignment of mail received at the postoffice was brought from Green Bay late in March, 1849, by William Richards. It consisted of four newspapers and one letter. Records of the postoffice in May, 1851, when Henry S. Eggleston was postmaster, showed that 324 weekly papers and periodicals published abroad were received at Appleton each week.

As early as February, 1850, there was tri-weekly mail service from Green Bay to Fond du Lac via Kaukauna, Appleton and Neenah. Most of this mail was carried by water during the spring, summer and fall, and during the winter was transported by pony express or toboggan.

Postoffices and postmasters in Outagamie-co recorded in April, 1856 were as follows: Appleton, John Elliott; Little Chute, Peter Maas; Kaukauna, John Hunt; Oneida, C. G. Lathrop; Freedom, John Brady; Lansing, L. S. Auger; Center, Matthew McGillan; Ellington, S. D. Mason; Shiocton, M. G. Bradt; Hortonville, D. E. Woodward; Greenville, Burnett, Miller, Wakefield, Seth J. Perry, and Medina, C. Kooniz.

**Office Moved**  
Until 1876 when a classified postoffice was set up in Appleton in the new A. L. Smith building on N. Oneida-st at the intersection with Midway, the postoffice was moved every time a new postmaster was appointed.

Before the postoffice was established in this building, George H. Meyers, later circuit judge, dispensed mail from a building on S. Morrison-st, where the street now is intersected by Soldiers Square.

It was while the postoffice was in the Smith building, however, that many of the modern conveniences known to the service today were inaugurated. When the postoffice was moved to the building until a short time ago occupied by the Post Publishing Co. in January, 1900, Morris F. Barteau went into office as postmaster, succeeding John M. Baer. The postoffice occupied the front of the building and the Appleton Post was published in the rear.

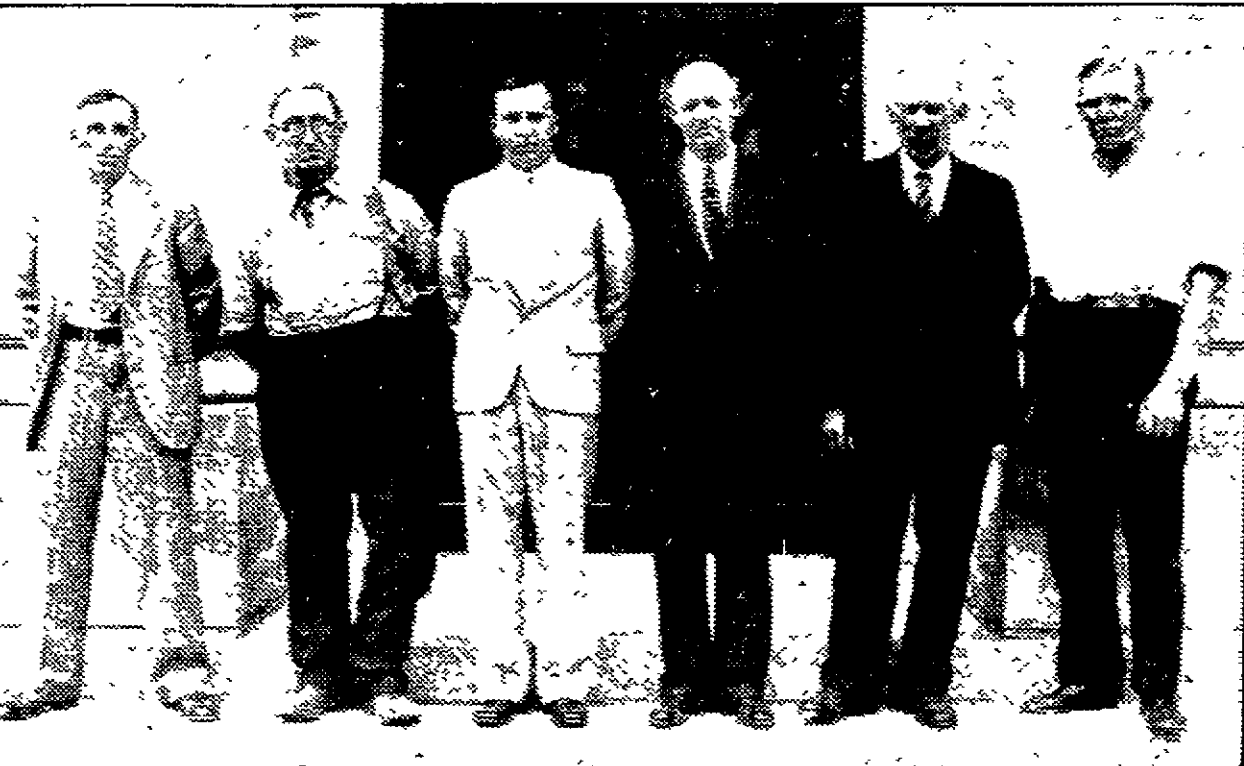
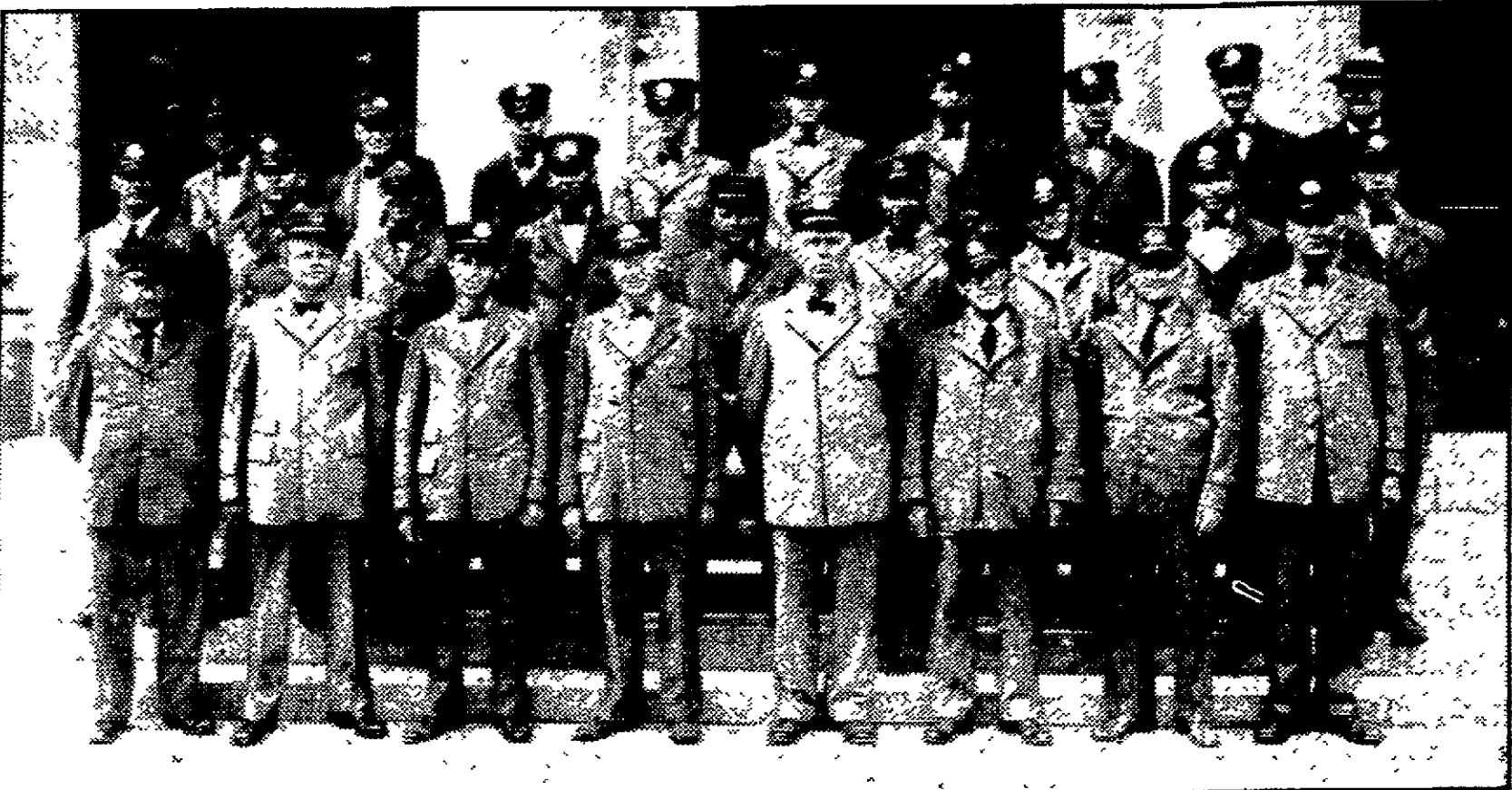
**Add Delivery Service**  
While the postoffice was in the Smith building the present delivery system was inaugurated with the late Albert J. Kreiss as first mail carrier. And shortly thereafter three more carriers were added. They were Joseph Monast, George Lewis and Michael Hafner. Hugh Pomeroy succeeded Mr. Lewis in 1890. Dudley Ryan replaced Mr. Hafner, and John Brown succeeded Mr. Monast.

Mr. Kreiss delivered mail in the Second and Sixth wards, Mr. Monast in the Fourth ward, Mr. Lewis in the First Ward, and Mr. Hafner in the Third. A few years later when the delivery system was extended, Henry Lossing delivered mail to the Fifth ward, and Reno Clark, who retired a few years ago, in the lower Fourth ward.

In those early days, carriers made four trips a day. There were no corner mail boxes and no relay service. Fred Meyer was mail messenger, carrying mail to the postoffice from the Chicago and Northwestern railroad depot in an old wagon.

Just after the transfer to the Post building, rural routes out of Ap-

## City and Rural Mail Carriers From Appleton Postoffice



These men deliver mail over Appleton city routes and on the rural routes. The top picture shows the city carriers. Reading from left to right, they are: Back row — Walter Peotter, John R. E. Miller, Robert Short, Robert Olsen, Edward J. Campshure, Edwin Kersling, Arwin Freuling, William A. Kositzke, R. Y. Clark. Middle row — Hugh Brinkman, Roy Parfitt, James Brown, Harry J. Junge, Walter Horn, Paul Sellin, Joseph Roemer, George J. Weinfurter, Herman A. Zschachner. Bottom row — Joseph E. Grassberger, Edward J. Witt, George F. Grimmer, Robert Schmlege, Fred J. Schuette, Henry A. Roemer, George A. Koehler, Louis J. Stark. The rural carriers, in the bottom picture are: Joseph Tennie, John Freude, Chester Riesenweber, Frank Letts, Robert Rohm, Lee Gardner (substitute for Arnold Fetting).

pleton were established. Prior to that time there were seven "star routes" out of Appleton to small postoffices in nearby towns not on a railroad.

The present money-order service was instituted while the postoffice was in the Smith building. Prior to that time money was handed through postoffice notes, which were payable on sight.

H. J. Franck, present assistant postmaster, John B. Letter, superintendent of mails and W. H. Zuehlke, who for many years was assistant postmaster and postmaster recall many humorous incidents which occurred while the office was in the Smith building.

It is said that in those early days nearby buildings were infested with rats and after every rain storm the rats would leave the buildings to go out into the street for a drink. There were many marksmanship contests among the postoffice employees, with Uncle Sam's postoffice coal supply serving as ammunition.

It is claimed that Charles Winsley, until two years ago a reporter

## Averts Trouble By "Eating Crow"

Tom Reid's Versatility Gets  
Him Out of Ticklish  
Situation

Continued from page 31

Peck, a Democrat, elected governor, that Tom showed his versatility in getting out of a bad situation. The campaign had been one of the hottest ever known, with charges and counter-charges galore, and of course The Post had been in the vanguard of the bombardment. The political overturn became evident on election night when the usual next-morning edition of The Post was in preparation. Tom realized that judged by what had happened, The Post had gone too far, and that unless something was done to take the curse off, the paper was likely to suffer from the indignation of those who by their votes had expressed their

contempt for its campaign assertions. Every newspaper office in those days was equipped with some scores of "stock cuts" comprising pictures of all sorts of animals, buildings, household utensils, bits of natural scenery, men in both dignified and comic attitudes — in fact everything under the sun. So Tom ordered proofs taken of all The Post's stock cuts, and had them brought to him in the editorial room. He laid them out on a table, selected the ones he thought he could use and wrote a story to fit them which occupied a whole page in the paper next morning (most of the space being taken by the cuts). I wish I could recall more about this story, but only a few features remain in my memory. The story of course was intended as a humorous atonement for The Post's unjustifiable campaign remarks. Medicine advertisements in those days were accustomed to show pictures of an agonized patient "before taking" and a brilliantly smiling convalescent "after taking", and Tom used these as representative of The Post, but reversed, showing the confidently virile Post "before" the election, and the dejected one "af-

## 58 Men Employed In Post Office

Large Staff Under Supervision of Postmaster And His Assistant

Fifty-eight men are employed at the Appleton postoffice to care for the daily postal needs of Appletonians. Emery A. Greunke is postmaster, H. J. Franck, assistant postmaster, and John B. Letter, superintendent of mails.

Clerks employed in the mailing division are Herman L. Schneider, Carl T. Elias, Arthur M. Kahler, Frank A. Kraus, Arthur H. Pirner, Edward R. Pirner, Albert H. Schroth, Paul G. Schulze, Joseph Yungwirth, Wilmer E. Ffranck, and Clyde M. Hansen.

The money-order and registry division is operated by Robert C. Boettcher, Herbert N. Christianson, and Emery R. Rusch, Silas S. Krueger is general delivery clerk, and Frank Schrimpf, stamp clerk and city distributor.

Carriers employed in city mail delivery are Hugh J. Brinkman, James Brown, Edward J. Campshure, Joseph E. Grassberger, George F. Grimmer, Harry J. Junge, William A. Kositzke, John R. Miller, Robert G. Olson, Walter G. Peotter, Henry E. Roemer, Robert C. Schmlege, Fred J. Schuette, Paul W. Sellin, Louis J. Stark, George Weinfurter, Edward J. Witt, and Herman Zschachner.

George A. Koehler is the mounted carrier, and Joseph A. Roemer, and William A. Schulze, deliver parcel post by truck. Substitute carriers are Armin Frailing, Rich-

## Postal Veteran



Herman J. Franck

ard Goree, Walter G. Horn, Edwin Kirsling, Roy Parfitt, and Robert Shortt. Employees in charge of special delivery service are Alvin Schneider, Mr. Kirsling, Mr. Parfitt and Mr. Shortt.

The postoffice employs six rural carriers. They are Joseph J. Tennie, John H. Freude, Chester J. Riesenweber, Frank O. Letts, Robert W. Bohm, and Arnold J. Fetting.

Laborers are Arnold Kahler, Albert Muenster, Chester Hall, and Paul Schubert. Emery Krueger is mail messenger.

## Franck in Postal Service 32 Years

Assistant Postmaster Started as Postal Messenger in 1899

H. J. Franck, assistant postmaster at the Appleton post office for the last 14 years, became connected with the postal service here in 1899. Mr. Franck was born in Germany but came to America with his parents when he was only a month old. His parents settled in Appleton and he has lived here ever since.

Mr. Franck's first work with the office here was as a sub clerk and special delivery messenger. He was appointed to the classified service on Sept. 16, 1899, and on March 1, 1899, he was appointed night clerk, the first night clerk here. On July 1, 1917, he was appointed first special clerk because of the excellence of his work and his high standing at monthly tests, and on Sept. 1, 1918, he was appointed assistant postmaster.

During his years of service with the department as utility man, Mr. Franck has handled practically every job in the office so that he is thoroughly acquainted with the workings of every department. He can still fill in on any task where there is necessity.

The duties of assistant postmaster are to supervise the work of all departments and to have special supervision of the finance department, including registry, stamp sales, money orders and postal savings.

# "It's always fair weather" in the Post-Crescent's new home thanks to the MODUTROL SYSTEM

of Temperature and  
Ventilation Control

An even, comfortable temperature will always be provided, throughout the beautiful new quarters of the Post-Crescent, by the modern heating and ventilating system which has been installed.

A complete system of automatic temperature and ventilation control is a part of this modern system, which will bring perfect comfort to every office, corridor, press room, and editorial room at all times.

The remarkable, almost magic system of electrical control which insures comfortable temperature at all times without dependence on human attention, is known as the Modutrol System.

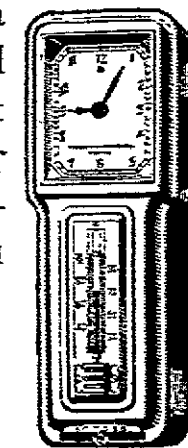
It is an achievement by the engineers of the Minneapolis-Honeywell Regulator Company — a company whose automatic heat controls for homes have brought winter comfort to millions of people

during the past half century. Their latest achievement is the Electric Clock Thermostat, which brings the utmost in economy and convenience. It operates without human attention, not even requiring winding.

## SAVES FUEL, TOO

The remarkable part of the Modutrol System is that it brings not only great comfort and convenience, but actually saves tons and tons of fuel for factories, public buildings, apartments, schools, etc.

The Minneapolis-Honeywell engineers who have pioneered most of the important developments in automatic control, offer you their services to solve your heating problem — whether it be for a small home or a large building and no matter what type of heating plant or what variety of fuel you use.



Write or phone the Milwaukee Branch of the Minneapolis-Honeywell Regulator Co. or communicate through your heating contractor.

MINNEAPOLIS HONEYWELL  
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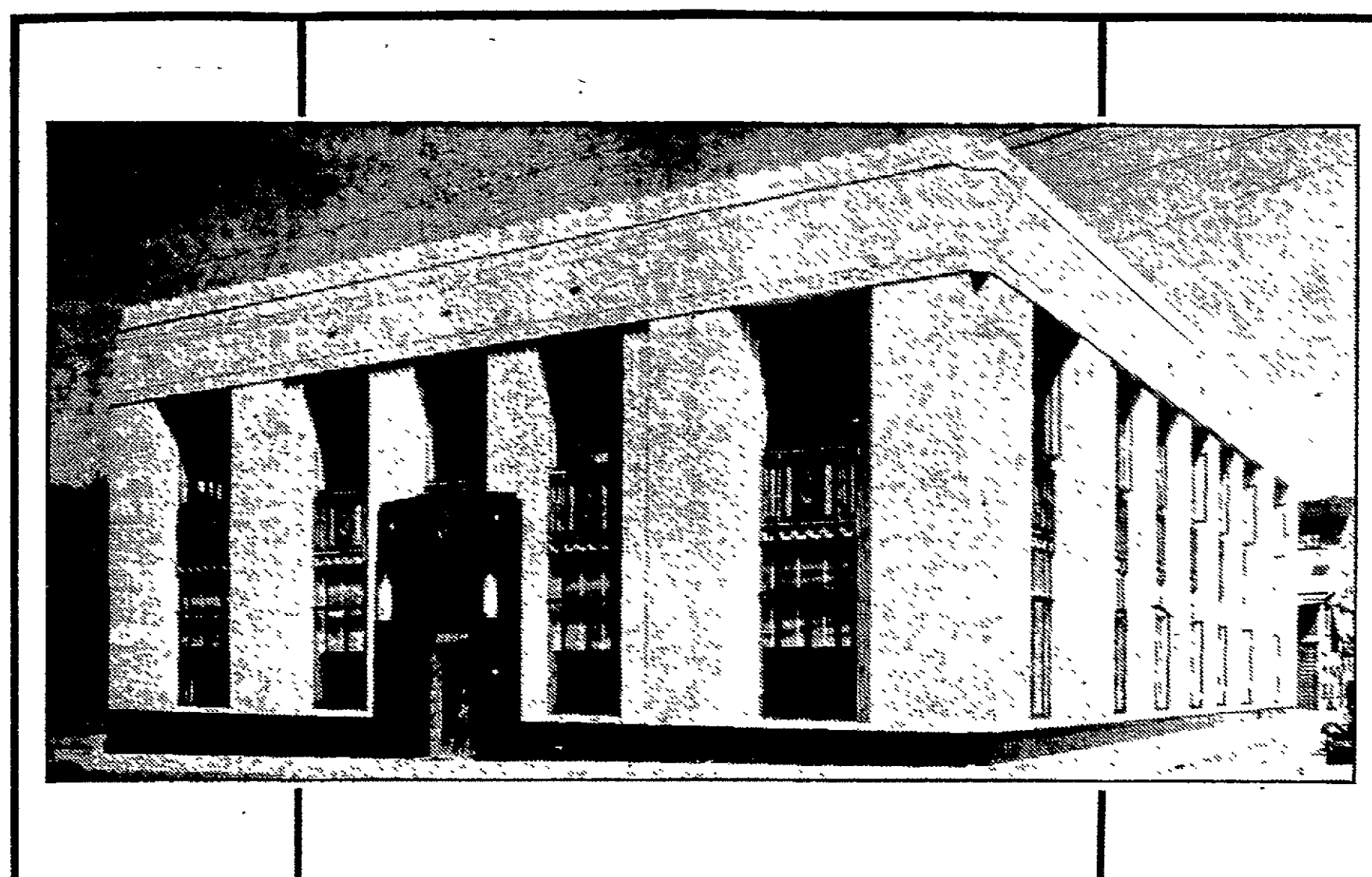
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# ABSOLUTELY FIREPROOF

## *Yet Insured to the Fullest Degree*

**Because The Post-Crescent Believes In The Protection  
Afforded By Policies of Substantial Companies**

WHEN THE OWNERS OF A THOROUGHLY FIREPROOF BUILDING LIKE THIS ONE TAKE THE PRECAUTION TO PROTECT IT FULLY WITH AMPLE FIRE INSURANCE, AND WIND INSURANCE, IS IT NOT A FORCEFUL REMINDER THAT YOU SHOULD INSURE YOUR HOME OR BUSINESS BUILDING... OR INCREASE THE AMOUNT YOU ALREADY CARRY?

DO NOT RISK LOSS THROUGH FAILURE TO CARRY ENOUGH INSURANCE. CONSULT ONE OR MORE OF THE FIRMS REPRESENTED ON

THIS PAGE... FORESTALL THE LOSS OF TIME, OF BUSINESS, OF INVALUABLE RECORDS AND CHERISHED PERSONAL BELONGINGS, BY TAKING OUT FIRE AND OTHER FORMS OF PROTECTIVE PROPERTY INSURANCE, OR INCREASING WHAT YOU HAVE ENOUGH TO PROTECT YOU FULLY.

THESE FIRMS INSURED THE NEW HOME OF THE APPLETON POST-CRESCENT. THEY CAN PROTECT YOU IN THE SAME EFFICIENT WAY.

## Don't Delay — Insure Today

### Stevens & Lange

"Insure in Strong Companies"  
All Lines of Insurance  
Zuelke Bldg. Phone 178

### F.B. GROH AGENCY

General Insurance  
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118 W. College Ave. Tel. 2400-W

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"Insurance of All Kinds"  
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### Edw. Vaughn

"All Lines of Insurance"  
—Real Estate—  
107 E. College Ave. Phone 433

### George H. Beckley

"Insurance"  
324 W. College Ave. Tel. 118

61 Years of Sound Insurance  
Protection

### Conkey Insurance Agency

Phone 73  
P. M. Conkey V. J. Whelan

### Jos. Koffend & Son

Established 1880  
201 E. College Ave. Tel. 243

### James H. Balliet

Insurance  
Tel. 22 Kresge Bldg.



## Postal History Began in Early Colonial Days

**Benjamin Franklin Was "Father of American Postoffice System"**

BY LILLIAN MACKESY

"Neither snow nor rain nor heat nor gloom of night stays these couriers from the swift completion of their appointed rounds."

Much water has sped under the bridge of world progress since these words were written 2400 years ago by Herodotus, ancient Greek historian, about the fleet-footed messengers who scurried to the ends of the earth with messages from the renowned King of Persia. Yet today, their meaning remains the same, with the symbolic wings on ancient runners' heels taking shape of huge, mechanical sky-birds that drone their endless way through clear and cloudy skies alike, fog and fair weather, to carry the mail.

The history of how the mail was carried is a story of loyalty and bravery from the time that the fast runners of old King Sargon, 3,000 years before Christ, sped over desert sands with lettered stones at his bidding, to the present day when mail pilots sweep upward for a lone night trip across a sky wilderness, uncharted save for the flashing lights of station beacons that sweep the darkness.

In the United States, the history of the postal service tells its own story of the development of a courageous nation, as fascinating as the tales of the brave carrier of Greece, the first Marathon runner, who ran 26 miles at the cost of his life to tell Athenians of the victory of Marathon, the alert, lean youths who ran the post roads of Rome, or the trusted couriers of European kings.

The American postal service had its beginning in the friendly tavern room of the Coffee house in Boston, in the early days of the settlement of the English in Massachusetts. The service was conducted at first only for the mutual convenience and cooperation of the settlers who waited long months for news from their home across the sea. When the full sailed packet ships came ashore, it was natural that townsfolk would gather at the coffee house, which was the popular rendezvous of the settlers for the general discussions and narration of the day. The first attempt to organize the service legally and systematically was made by the general court of Massachusetts in 1639 when Richard Fairbanks of Boston was designated agent to receive and deliver all mail, for which he received a penny for each letter handled by him.

**Relay Messengers**  
In 1637 the colony of Virginia enacted a law requiring "every planter to provide a messenger to convey the dispatches as they arrived in harbour to the next plantation, until they reached their destination, on pain of forfeiting a hoghead of tobacco for default."

It was soon after this that inter-colonial methods of communications began, with a monthly service being established between New York and Boston in 1672.

By 1677 John Haywood was appointed authority in Boston to receive and distribute all foreign letters and in 1680 he became the first colonial postmaster, serving the Massachusetts colony.

Further inland William Penn established a general office in Philadelphia in 1683, organizing a weekly service between that city and several points in Maryland. The colony of New Hampshire established a service in 1693, the year that Thomas Neale was recognized as royal postal agent under the Crown in Virginia and New Hampshire. In 1704 the office of the royal deputy postmaster general in the colonies was created and six years later New York was made the American

headquarters of the consolidated postal service of Great Britain. Rates of postage for the colonies were established by parliament during the reign of Queen Anne. These early colonial acts for postal service were entirely independent of the postal system of Great Britain, evolved by the colonists themselves for their convenience.

**First Postmaster**  
With this early system as a background of colonial mail transportation, Benjamin Franklin, justly styled the Father of the American Postal system, became first postmaster of Philadelphia in 1737 and postmaster general for the colonies in 1753. In 1774 Franklin was dismissed from office and in the following year the Continental congress created the first postal routes of the 13 United States with Franklin as its postmaster general, which office he gave over to his son-in-law, Richard Bache, when

## Postoffice Opened Here in Spring of '49

Continued from page 32

for the Appleton Post-Crescent, and before that a news collector for the old Appleton Post was for many years the champion marksman. Mr. Winsey armed with a 22 calibre rifle spent many of his spare moments seated in the rear of the postoffice shooting rats by the score.

In 1902, the Appleton postoffice became a first class office. From then on the postoffice business grew rapidly, and it wasn't long before the quarters in the old Post building became inadequate. Negotiations were started in 1908 for the erection of a new postoffice. Ground for this building was broken early in 1911 at the northeast corner of N. Oneida and Washington-sts, and on March 1, 1912, the new structure was occupied. The

postoffice was erected at an approximate cost of \$69,000.

That building became inadequate about 10 years ago. When parcel post service was inaugurated in 1913 the office was cramped and it was necessary to utilize every available corner in the structure. A few years ago a mezzanine floor was erected for mail carriers and their racks. During the past four years rural carriers have been obliged to sort their mail in the old "swing room" in the basement.

In 1900 when rural mail service was inaugurated, Charles Goshka was first rural carrier. The postoffice now has six rural carriers. In November, 1927 airmail service was inaugurated. A mail plane arrives here in the morning from Milwaukee, and stops here again in the afternoon on its return trip from Green Bay.

Limerick, Irish Free State, will build 50 houses for working people.

## Main Lobby of Appleton's New Postoffice



## No Congestion in New Postoffice

**Building Large Enough to Meet Appleton's Needs For Many Years**

Continued from page 31

Floors are especially designed to ease the strain on the workers. This type of flooring is in general use in government buildings.

Lines in the work room are all straight and simple, without ornamentation. Steel columns, which help support the building, are spaced throughout the entire floor. These columns help carry the building load. The wainscoting and trimming throughout the work room are of southern pine stained to retain the grain. Walls and ceiling are of white plaster. After letting the walls set for 10 months they will be painted a light cream.

The work room is lighted by large windows along the south and north walls and a skylight on the roof provides light for the center of the room. This skylight also will improve ventilation.

Although the new building is entirely fireproof and hourly inspections are made by the custodian, lengths of fire hose and fittings are placed at convenient places in the building to fight any fires that might start.

### Electric Fountains

Two electrically cooled fountains are placed in the work room, with another on the second floor. Drinking water is furnished by a 123-foot well on the site. An electric pump brings the water from the well and supplies it to the building. This water has been tested and found to be pure and good for drinking purposes.

Lookout galleries are installed in the building to make it possible for inspectors to watch the work of employees, no matter where they may be engaged.

In the southwest corner of the workroom is a stair leading to the "swing" or recreation room for the employees on the second floor. Another stair leads to the basement, opening directly into the auxiliary work room.

The only way to reach the recreation room for the workers is by the stairway from the work room. This is 24 feet wide and 38 feet long and will be used by the men when they are off duty. The room has windows opening to the east, west and south, thus providing ample light and ventilation.

Off the swing room is a large lavatory, with two shower baths, for the workers. Special precautions have been taken to prevent water leaking through from the showers to the ceiling below. A large, solid lead "pan" has been placed underneath the showers and asphalt paint and cement fill this pan and prevent leakage.

### Eight Offices

Eight offices, two lavatories, a civil service examination room and a janitor's supply room are housed on the second floor of the building, which is reached by a stairway from the lobby. The corridors on the second floor have terrazzo floors with Appalachin marble base

## Postmaster



Emmery A. Greunke

## Postmaster Ends Year of Service

**E. A. Greunke Received His Commission Year Ago June 25**

Emmery A. Greunke is the first postmaster in the new federal post-office building. His commission was confirmed by the United States Senate early in January after his appointment by President Hoover on June 25, 1931.

Mr. Greunke has lived in Appleton all his life, attending Columbus and Lincoln schools, and graduated from Appleton high school. He attended the University of Wisconsin and in 1917, two months before graduation was ordered to Fort Sheridan, Ill., for intensive military training as a first lieutenant in the United States army. His first military experience was acquired at the university where he was a cadet for two years.

He sailed for France on his birthday, Dec. 30, 1917. Of his 18 months service in France he spent the first three attending infantry schools at Langres after which he was ordered to the 7th Division as an infantry instructor.

On July 1, 1918 he was called to general headquarters of the U. S. army and was connected with the office of the air intelligence service.

When the Armistice was signed, he remained in France in the employ of the air service department and wrote the history and organization of German air service as it functioned during the war. He also compiled statistics and information for the office and later conducted an investigation into the damage done by allied bombing in the Rhine river valley.

After completing this work he was ordered to the office of the air service chief in Paris where he spent three weeks condensing the reports he compiled while conducting his investigation. He returned to the United States on July 5, 1919, and in January, 1920, he entered the employ of the Greunke Bros. Construction Co., and at the close of that year he became a partner of the Greunke Grading Co.

## Mayor of Town Lives In Different City

Sylva, N. C. —(AP)—H. E. Buchanan is mayor of Sylva, but a resident of Hendersonville, 70 miles away.

Mayor Buchanan, for a decade prominent in civic and political affairs of this little mountain city, was elected mayor last June.

Recently it became necessary for him to move away to care for his business interests, but he did not resign as mayor. He still holds the office. The mayor owns Sylva's principal theater.

About 90 per cent of the total cultivated area of New Zealand is devoted to pasture.

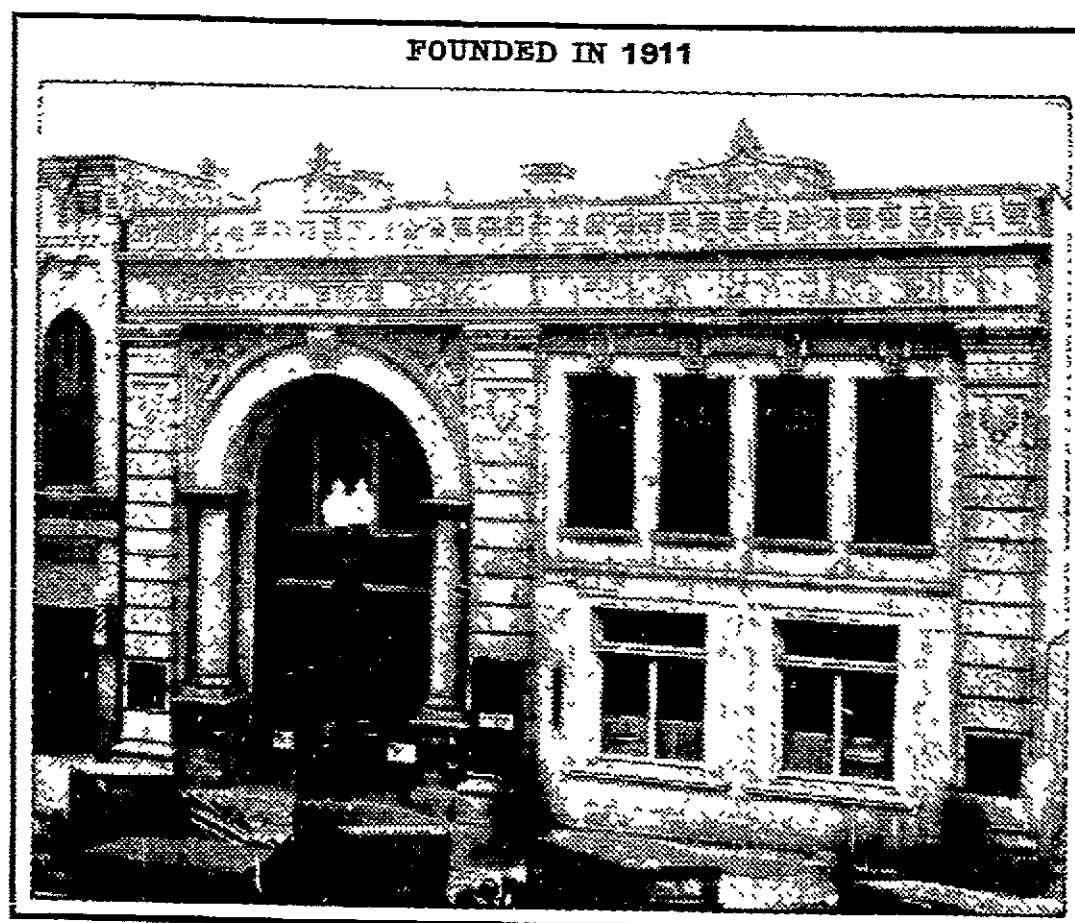
A new 3,000-line automatic telephone exchange has just been opened in Hangchow, China.

# the WISDOM of GOING AHEAD

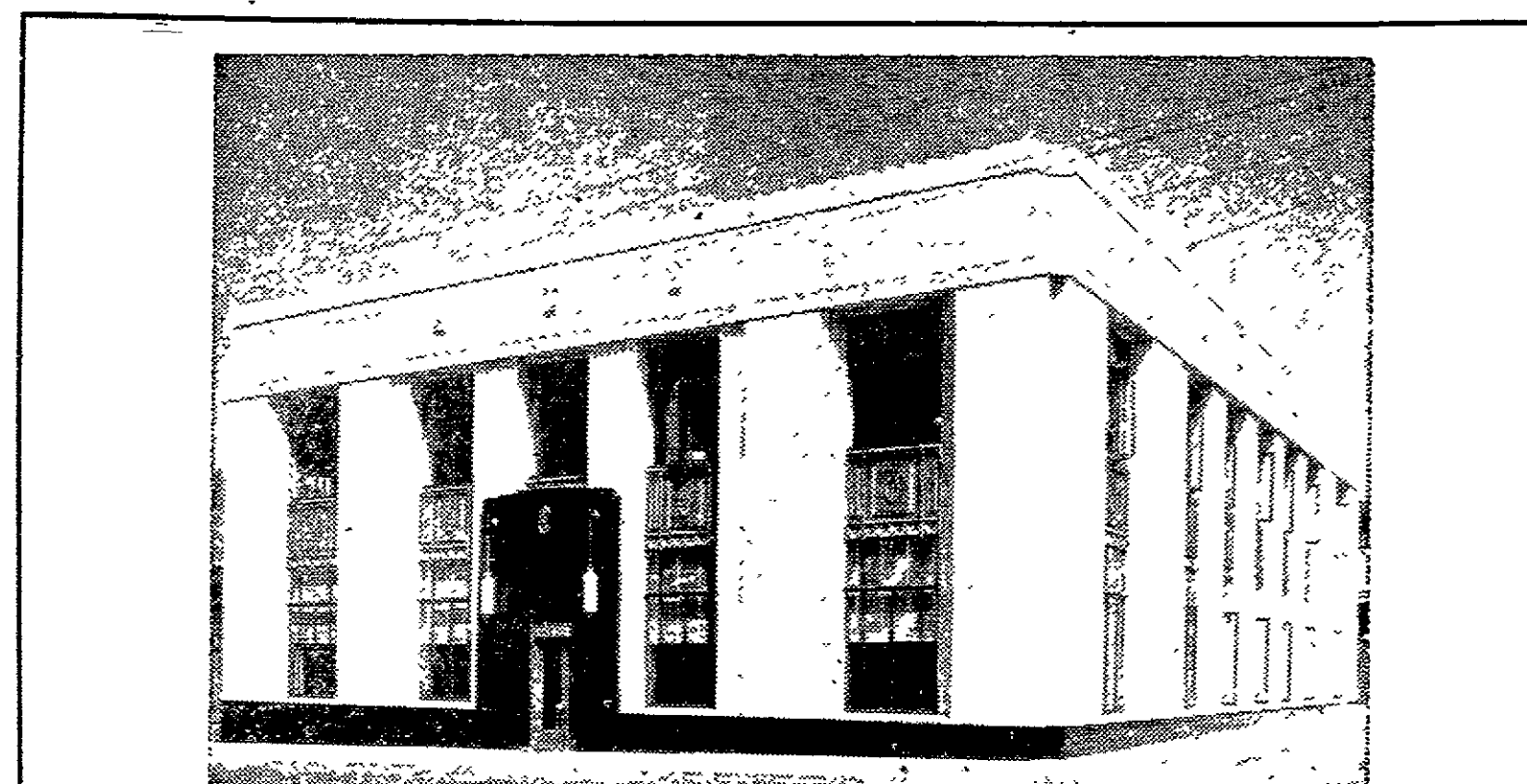
Just as the City of Appleton has progressed, so in the last twenty years, has this bank forged ahead.

Starting in 1911 in smaller quarters, our business has grown to the point where, we were forced to remodel. About a year ago, we moved into larger quarters, nearly double the size of our former facilities.

We are now prepared with a large new vault and finer accommodations to better care for every branch of banking.



FOUNDED IN 1911



WE EXTEND OUR HEARTY CONGRATULATIONS AND BEST WISHES TO THE POST-CRESCENT ON ITS FORMAL OPENING, TO THE CITY OF APPLETON ON ACQUIRING A SPLENDID NEW POST OFFICE, AND TO THE EMPLOYEES OF BOTH INSTITUTIONS.

For more than twenty years, the Appleton State Bank has adhered to the policy of individual service to its customers and complete protection for their money. This service begins with our board of directors and is made available to every customer through our officers and employees.

We believe that you will appreciate a brief interpretation of the safe and conservative policy of managing depositors' funds, characteristic of the Appleton State Bank: depositors' funds are invested only in the securities of, or loaned to, conservative and well-established concerns, or for promoting legitimate business. They will not be loaned for speculative enterprises, even though this could be done at greater profit to the bank.

## APPLETON STATE BANK

### OFFICERS

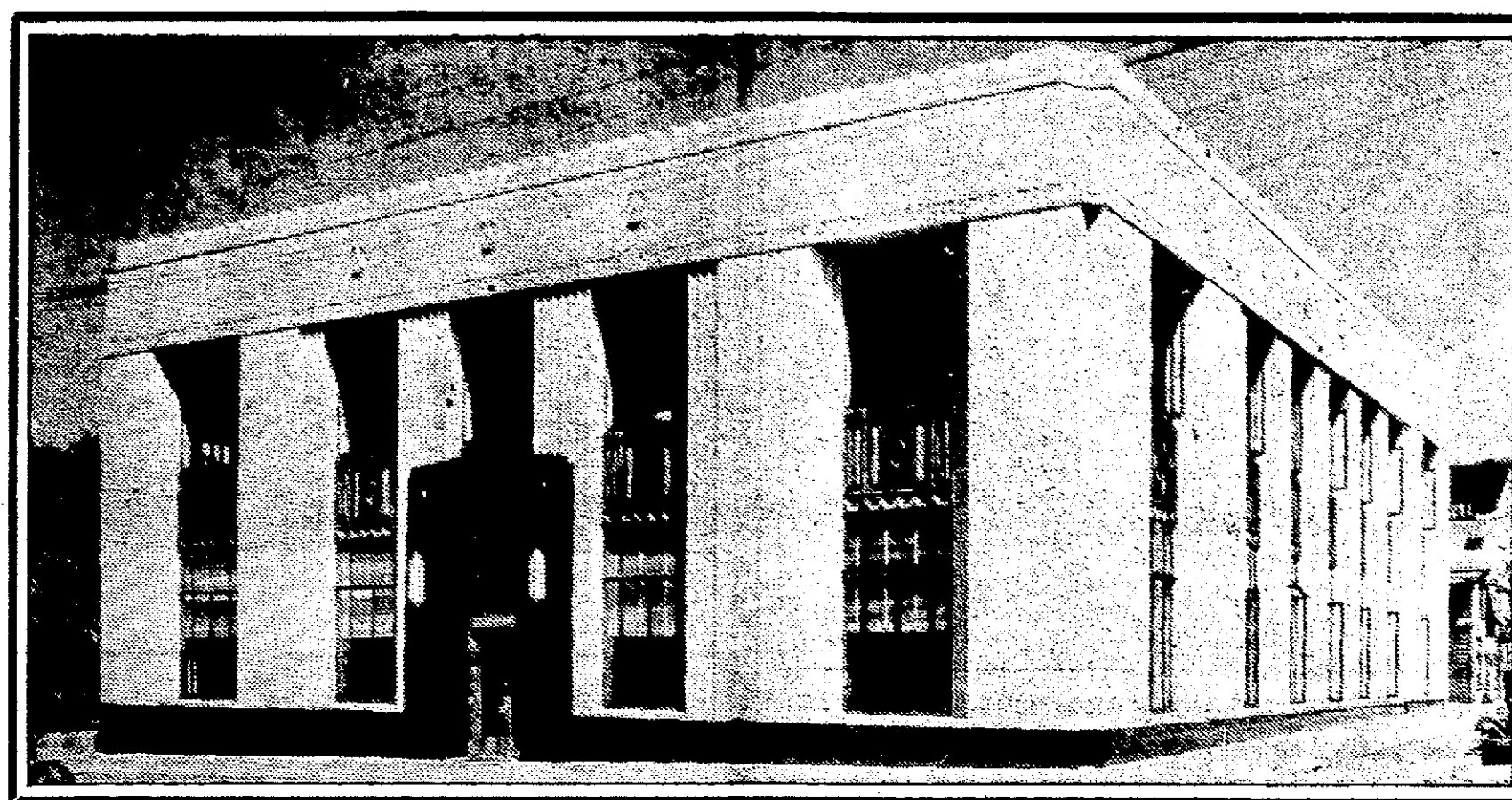
R. J. ZUEHLKE ..... President  
M. A. SCHUH ..... Cashier  
TIM SAUER ..... Assistant Cashier  
ELMER SEMROW ..... Assistant Cashier  
LAWRENCE SCHREIBER ..... Assistant Cashier and Trust Officer  
ROBERT ZSCHAECHNER ..... Teller

### DIRECTORS

R. J. Zuehlke  
A. H. Krugmeier  
Herman Wieckert  
John Hettinger  
Gus Keller, Sr.  
A. F. Zuehlke  
M. A. Schuh

RESOURCES  
\$2,292,612.97





# the Heating System for the new Appleton Post-Crescent Building was installed by ENGEL

## an achievement in heating engineering

• The installation of a heating plant implies far more than the placing of radiators here and there about a building and connecting them with pipes to the heat-producing unit. This installation calls for real engineering skill to solve the numerous problems which arise and to meet the demands for a scientific solution to the heating problem.

There are many factors involved—proper temperature at all times, fuel cost, plant efficiency and freedom from trouble at all times. They call for a thoroughness and an experienced treatment which places itself beyond criticism.

Today our congratulations go out to the Post-Crescent on the event of its formal opening. To you is extended an invitation to avail yourself of the services which we can offer you.

## an achievement in HEALTH

• The health and efficiency of the Post-Crescent staff depends much upon the correctness of the heating system in the new building. Here again is a test of heating engineering. Here, an even, regular temperature, maintained at a healthy level, will accomplish the needs for health and efficiency no matter what the weather outside may be.

# J. A. ENGEL HEATING CO.

514 N. Oneida St.

Phone 904

## the AUBURN STOKER

Installed in the new  
Post-Crescent Building

-by the-

# J. A. Engel Heating Co.

*Uses Lower Priced Fuel*

*Uses Less Fuel*

*It Cuts Labor Costs*

*Makes Complete Regulation Possible*

*and is the Result of 20 years Stoker  
Experience*

Many hundreds of installations prove that an Auburn can be bought with complete assurance that it will last as long as the building or plant it serves, cutting fuel and labor costs every year of its life.



## Postal History Began in Early Colonial Days

**Benjamin Franklin Was  
"Father of American  
Postoffice System"**

Continued from page 34

his diplomatic career took him abroad.

Down the old post roads leading out of Philadelphia, jogging postmen could be seen traveling through the mud or hard-caked ruts in the early days of Franklin. Posts marked the narrow mud highways to keep the traveler or carrier from getting lost, and it was here that Franklin, who held office jointly with William Hunter of Virginia under the Crown, began his career as postmaster general.

It was under Franklin's leadership that the American postal service took shape. He brought the first postal revenue ever known to the colonies, he inaugurated the delivery of mail matter at the residences of the persons addressed, advertised unclaimed letters in his newspaper, established tri-weekly mail between New York and Philadelphia and instituted the stage mail service. After regaining his position under the Continental Congress, a line of communication was set up between Falmouth, Me., and Savannah, Ga., with as many cross routes as necessary under the Postoffice act. By 1789 the control of the entire postal system passed from the continental constitutional government and by act of Congress, 1794, the United States post office department was established as one of the executive branches of government. The first postmaster general of the re-organized department was Samuel Osgood, appointed Sept. 26, 1789.

**Plenty of Excitement**  
The excitement of the young country's postal service began with the frontier development of the country, when the mail, now a part of the government, had to get through to the people who were trekking toward the constantly moving frontier. With the bustle of a growing country, mail carriers were no badge or uniform, their job was to be trusted implicitly in delivering the mail to the appointed destination.

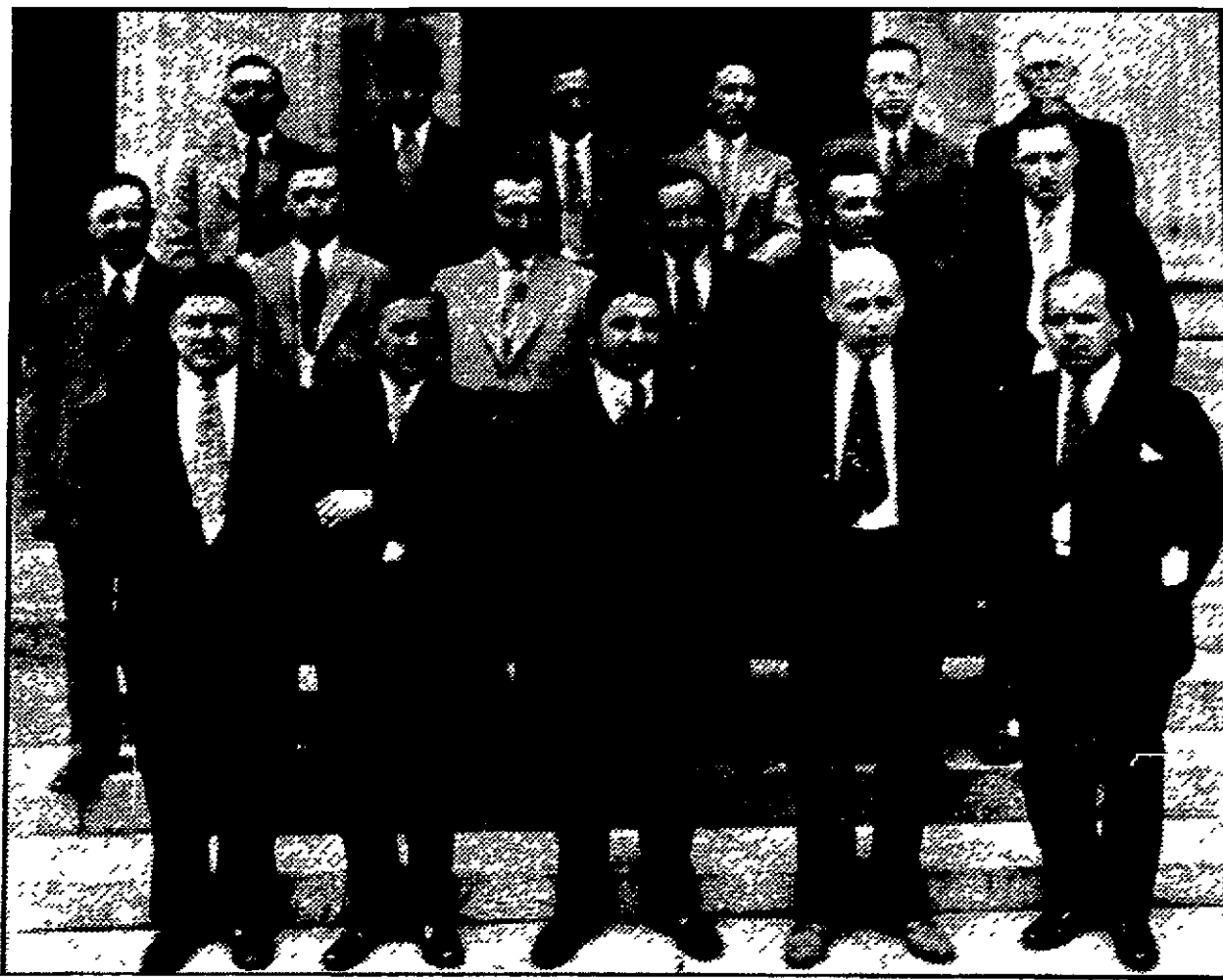
Double masted vessels sailed down the Potomac from Washington, dropping mail or Norfolk, thence beating their way around Cape Hatteras they made for ports at Charleston and Savannah where the sacks of mail were dumped into waiting schooners for delivery in those cities and neighboring towns. Inland stages and carriers or horseback plodded their regular rounds from post to post.

Typical of postal carriers was loyal, red headed, freckled-faced Nat Crane, the courageous lad who carried the lone pack of mail on the first steam vessel, "Savannah," that crossed the seas with steam and sails alternating all the way to London. This first trip on the American ocean going steam vessel contrasts strangely with the highly organized postal service on the majestic steamers today, which, in place of a single oil-wrapped packet grasped by a freckled-faced youth, unceremoniously dumps some 17,000 bags of mail on the waiting government tenders that wait off quarantine in the New York harbor.

### They All Cut Wood

The snort of the great iron horse is heard through the roaring forties when the country grew westward with the rapidity of a long-legged farmer boy of 14. In these days, about 1842, the mail reached its destination in spite of the transportation, rather than by it. A letter had as interesting a journey as the present traveler might have in a strange wilderness today. Leaving the east by canal boat or behind the snort of an early engine, the mail carrier traveled by every known method in order to get the delivery to the interior. Kansas was far away in those days and meant dusty trips by rickety stagecoaches that careened through mudholes, often raft trips to cross rivers, a short ride behind the wheezing engine that rode 35 miles an hour through sparsely settled country, if everything went. When the engine ran out of water or fuel, passengers piled out of the small cars and formed water brigades to the nearest stream and chopped wood to start up the train again so the

## Postmaster Greunke and His Assistants



These men are responsible for receiving and dispatching mail from the Appleton postoffice. Reading from left to right, they are:

Back row — Frank Schrimpf, Wilmer Franck, Silas S. Krueger, Albert H. Schroth, Carl T. Elias, John B. Letter, superintendent of mails.

Middle row — Joseph Youngwirth, Clyde Hansen, Frank A. Kraus, Emmerly R. Rusch, Robert C. Boettcher, Arthur Kahler.

Front row — Arthur H. Pirner, Herbert C. Christianson, Edward R. Pirner, Postmaster E. A. Greunke, Assistant Postmaster H. J. Franck.

### Appleton Has Had 16 Postmasters in 83 Year History

Since March, 1849 when a postoffice was established in Appleton by an act of Congress, Appleton has had 16 postmasters. Until a classified postoffice was established in the Smith building in 1876, the postoffice was moved each time a new postmaster was appointed. Appleton's postmasters since 1849 follow: John F. Johnston, Henry S. Eggleston, John Elliot, George M. Robinson, J. J. Jackson, Alexander Reid, George Miller, James Ryan, George H. Meyers, Frank W. Harriman, John M. Baer, Morris F. Barreau, Gustave Keller, Sr., William H. Zuehlke, F. F. Wettengel and Emmerly A. Greunke.

little, smoke belching engine could steam on its way.

As the tentacles of civilization crept ever westward, the need for communication became greater in the sixties. The Wells-Fargo Co., established a stage coach line running regularly from St. Louis to San Francisco, called the Overland Mail Co. Russell, Majors and Waddell operated an overland express over the Salt Lake trail which they called the Central Overland California and Pike's Peak Express Company. These stages carrying passengers, mail and express, and especially California gold on the return trip were the only link between the great country of California as remote from the rest of the United States as Cape Horn, the route that had to be taken for a long 14 day trip by boat to reach the gold coast. The broad waste of trackless wilderness had to be covered by these stage coaches which were attacked by Indians and more often road agents or highway men.

With the cry of "Here She Comes" the familiar pot-bellied vehicle known as the stage coach came lumbering into western towns in dusty confusion, the horses stepping high and scattering dust as they saved their gallops for a dramatic entry into town. The coaches were known to be on time, because the mail was on them, and as passengers climbed in and others got out, a nimble young man swung down from his seat next the driver. The old-fashioned carbine pistol was revealed as his jacket fell away when he handed down the mail to the waiting agent. As soon as the teams were changed, the last goodbye wave and the scramble over the coach moved out of town with a great flourish, settling down to a steady journey when it hit the highroad.

However, even the overland mail

### Government Work Can Center Here

**New Postoffice Provides  
Quarters for More  
Federal Offices**

When Appleton's new federal building is completed and offices on the second floor of the new structure are occupied, this city will become a center for federal governmental activities.

About a dozen office rooms have been included on the second floor of the building and these will be used to house various governmental officials who are active in Appleton and this section of the state. In addition to the office space there is a special room set aside for conferences. This room will be available for government officials who visit Appleton as well for conferences among post office officials.

Another room will be occupied

was not fast enough for the growing country, which gave rise to the speedier system which, though short lived, is perhaps the most picturesque and famous mail delivery of our country—the Pony Express.

The three men who backed the Salt Lake stage route, Russell, Majors and Waddell began laying plans for the thrilling mail service shortly before 1860, astounding the country with the quiet announcement in the St. Louis Dispatch that read:

"To San Francisco in 8 days by the Central Overland California and Pike's Peak Express company. The first corner of the Pony Express will leave the Missouri river on Tuesday April 3 (1860) at 5 p. m., and will run regularly weekly thereafter, carrying letter mail only. The point of departure on the Missouri river will be in telegraphic communication from the East and will be announced in due time."

The express meant enormous preparation to set up relay stations over 2,000 miles of country, to establish 190 stations, obtain 80 of the most courageous men in the country and purchase the fleetest horses that could outrun wild Indian ponies. Yet, it was done and this express, which delivered the "headline news" from St. Joseph, Mo., to

Jump to page 38 col. 8

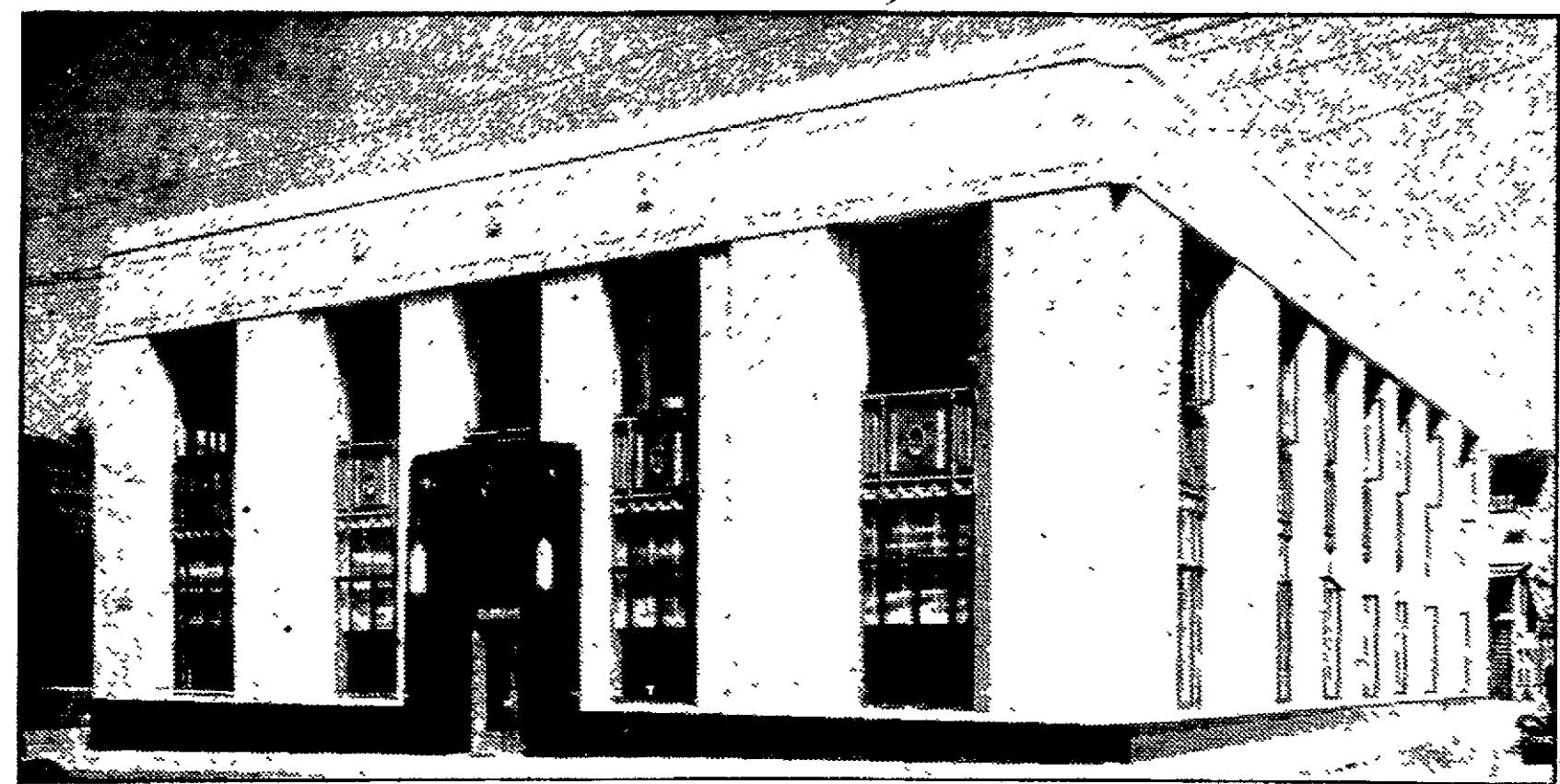
by the postal inspector who makes his headquarters in Appleton, although he travels extensively about the country in his work. The postal inspector's duties consist not alone in doing police work for the department but in studying general efficiency, lowering operation costs, etc. Through his office is the only entrance to the extensive "lookout" system which makes it possible for inspection to be made of workmen in any part of the building without the inspector being seen.

**Revenue Collector**  
The internal revenue collector will have one office and his clerk will have another while a third office, which will be between these two, will serve as a consultation room. At the present time the internal revenue collector, whose work here consists chiefly in the collection of income taxes, investigation of tax cases and rendering assistance to taxpayers in filing their reports, is located in the council chambers at the city hall.

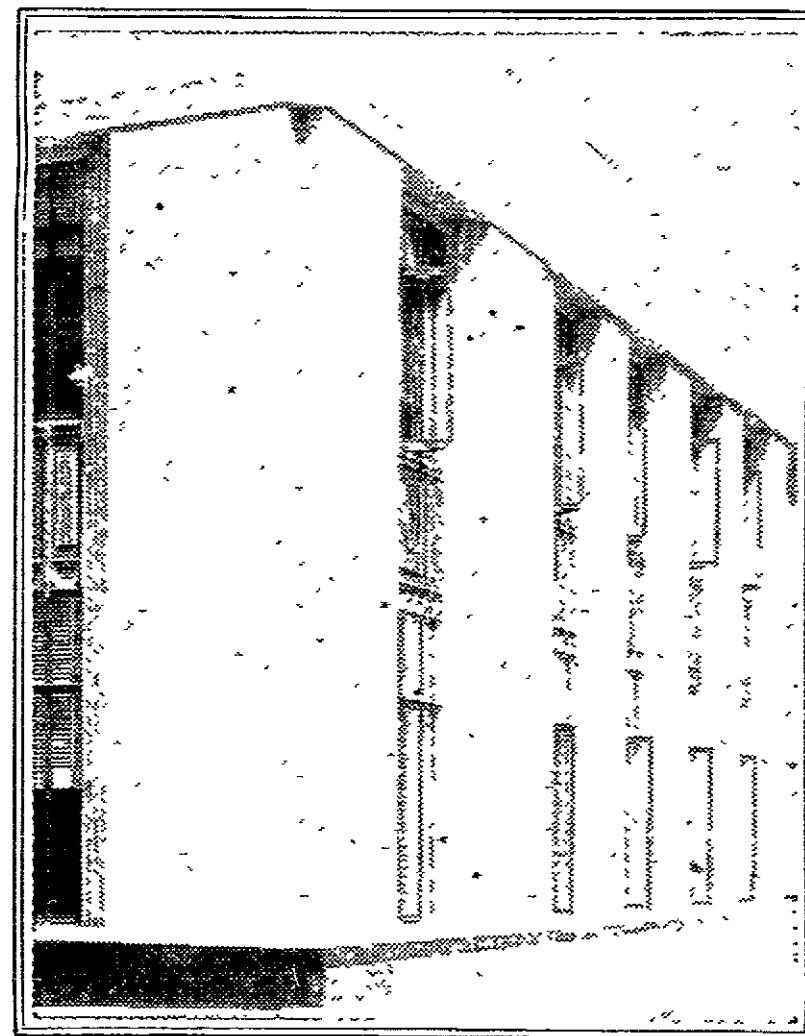
At one end of the corridor is a large, airy and well lighted room for civil service examinations. Here applicants for government positions will write their examinations. Previously applicants wrote their examinations in either the postmaster's or his assistant's office in the postal building. When there were a large number of applicants it was necessary to secure outside space so the applicants could write without too much discomfort. This room in the new building will eliminate all this trouble, and insure applicants quiet and comfort while they are writing. The room is to be equipped with tables.

**Unallotted Rooms**  
There also is a group of office rooms which at the present time are unallotted. The county agent, whose work is partially paid for and done under direction of the federal agricultural department, may be located in this building. At the present time the agent's office is in the county courthouse but it is possible that he may be transferred to the new building. There is nothing definite in this matter, however.

Other departments which may be allotted on the offices, now unallotted, includes the federal war department as well as the federal bureau of child welfare. It is not likely that the latter department will be allotted space in the near future, however. The war department, including federal officers stationed here as well as the recruiting officer for this district, may have use for an office in this building and there is a possibility that one room will be set aside for this department.



# STRIKINGLY DIFFERENT, it's built of Breen's Man-sota Stone



Ages old, Mankato and Man-sota Stone is particularly adaptable to the modern trend in present-day architecture. It carries the dignity of fine stone, yet with that dignity is a smartness, absolutely necessary to the sophistication which has gone into the designing of the new Appleton Post-Crescent building.

It is this combination of dignity, smartness and beauty which makes the new building so strikingly different. If you are a lover of general effects, note how the coloring and blending of Man-sota Stone holds your attention as you look at the new Post-Crescent building. If you are a student of detail, pause to see how clearly and originally this splendid stone has been used.

The constantly growing recognition of the desirability of Breen's Man-sota stone and marble among leaders in building is a tribute to the stone itself and the manner in which it is quarried and fabricated by Breen Stone & Marble Co. We will welcome your inquiries.

to the Post-Crescent, First user of  
Breen's Man-sota Stone in Appleton,  
our best wishes for Success

# BREEN

STONE & MARBLE  
COMPANY  
KASOTA, MINNESOTA

## C. H. Huesemann

INSURANCE AGENCY

110 South Oneida Street

Phone 777

Represented by

## JOHN KAMPO

Fire and Auto Insurance

833 West Fourth Street

CONGRATULATIONS  
and  
BEST WISHES

to the

Appleton  
Post-Crescent

Upon the Occasion of the Opening of  
Their Beautiful New Building



## T. C. ESSER CO.

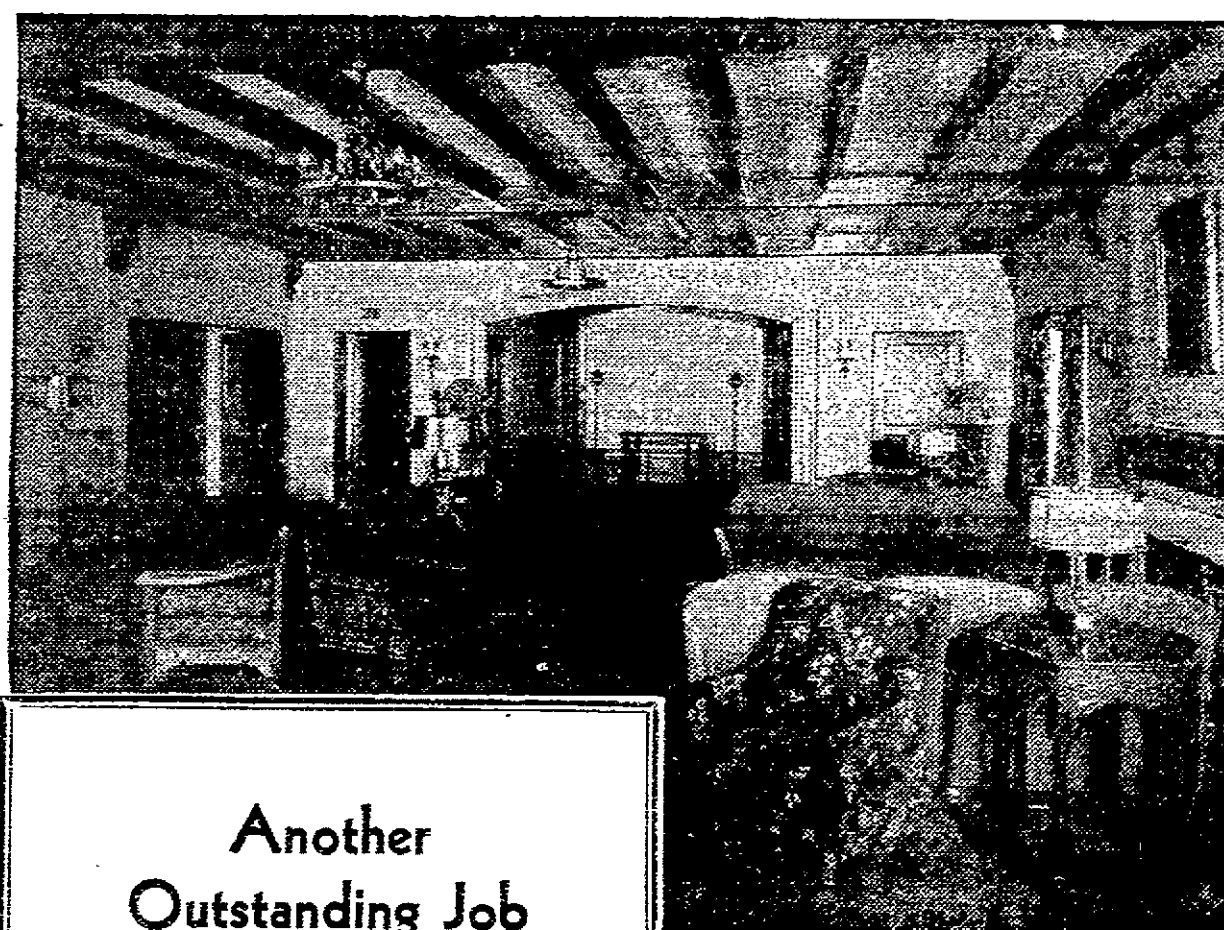
OSHKOSH

Glass for Every Purpose



# Cabinet Trim installed by HOEPPNER

Right — the business office and main lobby of the new Post-Crescent building, showing the cabinet trim (the walnut wall panelling) installed by Fred Hoeppner Sons.



## Another Outstanding Job by HOEPPNER ...the Wichmann Funeral Home

This beautiful, dignified building has been a source of real consolation and assistance to those who have made use of it. The cabinet trim throughout this building was also installed by Fred Hoeppner Sons. There are hundreds of beautiful examples of the work accomplished by Hoeppner throughout the city.

## FACTS for builders to remember

Your compensation and public liability insurance — is it carried by your builder or are YOU going to be responsible for an accident? Do you know whether your materials and labor are paid for, or must YOU pay them again?

Remember — a good builder takes the responsibility off your shoulders and permits you to enjoy the building of your home — your life investment.

In the cabinet trim for the new Post-Crescent Building, we find an especial source of pride. This exacting — yet familiar — job was performed throughout the entire building by our firm, wherever cabinet trim was used.

This year—1932—marks the twenty sixth of successful work by this organization. It was in 1906 when Mr. Fred Hoeppner began to achieve recognition as a builder. Since 1920, the work has been carried on by his four sons, all active in the business today. During these years it has been the unwavering policy of this firm to stress quality first, in both materials and workmanship. As a result, we are still performing work for many of father's first customers.

Although quality of materials and workmanship is of the first rank, Hoeppner estimates are no higher than others when everything is taken into consideration. After all, the "savings" in shoddy materials and poor workmanship are soon offset when repairs are needed.

Before you build, consult an architect and protect the investment you are going to put into a home. With his plans and specifications and the aid of a good builder you will be more than satisfied with the results obtained.

When repairs and modernization are needed on your property, call upon Fred Hoeppner Sons. We will gladly furnish estimates for any of the work you have in mind and we believe that with our experience we can be of assistance to you.

# FRED HOEPPNER SONS

1203 N. UNION ST.

BUILDERS  
APPLETON

PHONE 2872



## Chinese First To Print From Block Types

But History of Printing Really Starts From Gutenberg Invention

Long ago the Chinese learned that by carving letters or designs in relief on blocks of wood these could be inked and stamped or printed in reverse on sheets of paper. And in Europe also, about the year 1350, "block books" of a few rude printed pages each began to be made. But this is not what is meant today by printing.

As the term is used, it means printing from movable types which can quickly and easily be combined and recombined over and over and over again. There is all the difference in the world between the slow and clumsy "block-wood" work and modern printing.

In order to have the art of printing rightly called the "art preservative of all arts"—several things were necessary. First some way must be found of making types of exactly the same thickness from the bottom of the letters to the top, so that they could be locked up without piling as the printer calls it when the type falls out and spills.

### Of Same Height

Second, the types must be of exactly the same height or some would print and others would not when the paper was pressed down upon the "form." And third, there was need of a cheap and rapid means of accurately reproducing each of the characters, so rapid "a's" and "n's" and all the other letters which he uses in printing a newspaper.

Only one way has ever been found for satisfying those requirements and that is by casting the type in uniform molds. So the invention of the type-mold is really the invention of printing. And this invention clearly belongs to Johann Gutenberg, who was born in the great cathedral city about the year 1400.

For something like 20 years Gutenberg was engaged in secret researches in Strassbourg and in Mainz and much of this time he was probably engaged on his great invention. Many things had to be settled—the matrices for making the faces of the types, the mold for the body, the right composition for the type-metal and the method of casting. And after all these questions were solved there remained the construction of the press itself, the making of paper and the details of printing and binding.

Type and Presses Needed  
The need of type and presses no doubt caused Gutenberg to borrow money from Johann Faust of Mainz in 1450. When he proved unable to repay the money promptly Faust brought suit and obtained possession of Gutenberg's types and presses (1455) with which he himself then set up as a printer. As in the case of so many later

## Corridor on Second Floor of Postoffice



inventors, others reaped most of the profit of Gutenberg's labors, and he died in comparative poverty; in 1468.

Gutenberg's method of casting type seems to have been much like that which is still used. First a punch of hard steel was made with the letter relief in the end. With this as a matrix for the face of the letter was punched in a bar of soft metal. This matrix was then used to close one end of the mold for the type body while the molten mixture of lead and alloys was poured in the other end. The faces

of the early types were made to resemble closely the lettering used in hand-written books.

The first complete book printed from type was a Latin bible known as the Mazarin bible or bible of 42 lines to the page—and it was finished in 1456. This is supposed to have been printed by Gutenberg but it may have been printed by Faust or one of his assistants.

The whole subject of inventing and early history of printing is full of disputes. The honor is claimed by a dozen or more persons in as many cities, the chief rival of Gu-

tenberg being Laurens Coster of Haarlem, Holland. But the best authorities give Gutenberg the credit. In 1462 the city of Mainz was captured and sacked and its printers were dispersed to different German cities.

### Art Spread Quickly

Within 50 years printers had established themselves in more than 200 places in Europe and books and leaflets were being turned out at a very rapid rate. The effect was to greatly cheapen books and spread broadcast culture and knowledge.

Printing proved an indispensable

## Air Route Same As When Started

Nearly 150 Pounds of Air-mail Handled in Appleton Every Month

Although airmail service in the United States has been increasing in popularity and is expanding almost daily, there have been few developments in Appleton and the Fox river valley since the inauguration of the Fox river valley route the latter part of 1928. The initial flight on the valley route was made on Dec. 15, 1928, the airplane traveling the same route on which ships now operate.

The initial flight was heralded by valley cities, and members of philatelic societies and other stamp collecting organizations clamored for special cachets, stamps, and other postal material to add to their collections.

Airmail schedules between Green Bay and Milwaukee have remained about the same since the inauguration of the service, but according to postal officials the poundage has been decreasing. At the present time the northbound ship arrives at Whiting airport at 10:45 in the morning on its way to Green Bay, and at 4:50 in the afternoon it arrives here on its return flight to Milwaukee. The morning mail at the Appleton postoffice closes at 10:15, and in the afternoon it is closed at 4:30.

### Help for Twin Cities

The last major change in schedules, which has been a boon to postoffice patrons in Neenah and Menasha was the inauguration of closed pouch service from Whiting airport directly to the twin cities on May 1, 1932. Before that time, airmail for Neenah and Menasha, and from the twin cities, was handled through the Appleton postoffice.

aid to the religious reformation and to the rapid intellectual development of more modern times.

The early printing presses were rude wooden affairs in which a "plate" was screwed down with levers so as to press a moist sheet of paper against an inked "form" of type. The type was inked by patting it with stuffed feather balls daubed in thick printer's ink. This was a very slow and unsatisfactory process. Later, hand presses operated by a lever were invented similar to the "Franklin" and "Washington" hand presses which were used in country weekly newspaper offices until comparatively recent years when inking by means of gelatine rollers was introduced.

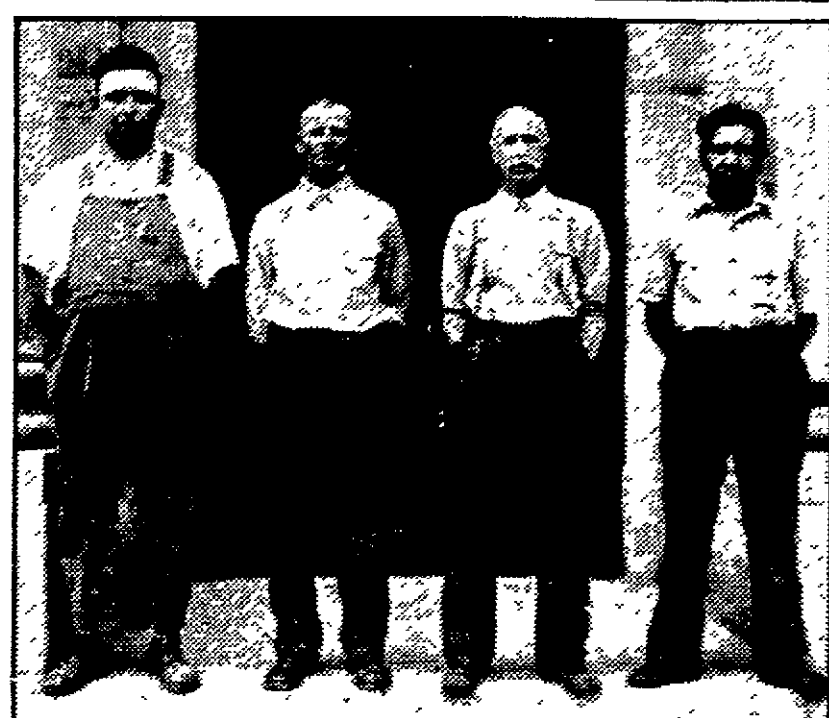
Rotary "cylinder" presses, operated by steam power, were first used in England about 1814. The greatest marvel of all are the modern perfecting presses which print, fold and paste whole newspapers and magazines from continuous rolls of paper at the rate of 100,000 copies an hour.

### Bans Placed on Books

The invention of printing brought with it new problems in controlling the expression of religion and of public opinion. In 1515 the church council of the Lateran, held in Rome, decreed that no book should be printed unless it was previously approved, usually by the bishop of the diocese. In 1559 there was drawn up an index or list of prohibited books which should not be read by good Catholics without special permission.

During the tyranny of the Stuart ship of the press was established kings in England a general censorship in 1687, and later confirmed by parliament. But this licensing act expired in 1693 and since that date England has had freedom of printing without any preliminary censorship. In France a rigid censorship of the press lasted until the French revolution and was revived by the restored Bourbons after 1815.

## Custodians of Postoffice



These men will have charge of the new postoffice building after its occupancy early in July. They are Arnold Kahler, Paul Schubert, Albert Muenster and Chester Hill.

fice and delivered from here on a star route. With the inauguration of the closed pouch service for those cities, the star-route out of Appleton was automatically abandoned.

The lowest airmail poundage since February, 1930 was recorded last month when only 133 pounds of airmail was handled through the Appleton postoffice. Since January of this year there has been a decline each month with the exception of March when there was a slight increase. In January airmail aggregated 184 pounds; February, 163; March, 192; April 150, and May, 133.

That airmail was the most popular immediately after its inauguration is evidenced by the fact that from Dec. 15, to Dec. 31, 1928, the total amount of mail aggregated 351 pounds, the heaviest it has ever been.

In 1929 the total poundage of mail was 1,810; in 1930 it increased to 1,972, and in 1931 to 2,230 pounds.

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## Mail Superintendent Has 34 Year Record

John Letter, superintendent of mails at the Appleton post office, was born in Elk Point, S. D., but his folks came to Black Creek when he was but a year old and he lived there until he came to Appleton in 1898. On April 23, 1898, Mr. Letter received his temporary appointment as a mailing clerk at the post office, on Aug. 31 he became a regular appointee. On July 1, 1913, he became superintendent of mails, a position he has held ever since.

Mr. Letter's duties include the general supervision of the dispatch and distribution of the mail. He inspects the works of carriers, inspects their routes and recommends changes, and sees that mail is dispatched, collected, sorted and distributed on schedule.

## Crescent Takes Chicago Newspaper Over Coals

The Chicago Record of June 5 publishes a pretty story of how the town of Ladysmith, in Chippewa county got its name. The Record says:

"It has been named for Mrs. Isabelle Rogers, a beautiful and wealthy widow, formerly of Racine, but now of Menasha. Within ten days she is to become the wife of Charles R. Smith, president of the Menasha Woodenware Co., hence the name. Scarcely more than a month ago there was no such town. The spot on which Ladysmith now stands was known as Walker, and Walker wasn't much more than a box car ditched to do duty as a station on the Green Bay and Western Railroad. Among the first persons to set foot in Ladysmith were the banker and the widow, each bent on buying lots and bank stock.

## Postal History Old as Mankind

Even in Earliest Days Carriers Were Employed to Carry Messages

Jump from page 36

San Francisco, portrays a loyalty to the government that was little short of miraculous. In the 33 miles to run, these riders, among them the famous Buffalo Bill Cody as an adventurous youngster, encountered highwaymen, Indians and marauders, yet most of them always got through, arrived at their station to see their next rider take the further lap.

The first pony run cut down the usual trip of 20 days to 10 days, the second run was made in 14 days and the third in nine.

It was this mail service that kept California connected to the union during the trying days of history and it was the express that carried the famous news "Lincoln is elected!" "Lincoln is elected in an eight day run over 1,966 miles. The pony rider in his buckskin suit and leather mail pouch hidden under the saddle will always remain a picturesque figure in American history because it was his hobbling shape coming on the flutter of muffled hoof beats along dusty trails that filled the first need of speed in the new country. Almost a phantom, he came, often dodging bullets or whistling Indian arrows, rushing into a town where he barely stopped as with uplifted hand but no word left a foam-flecked mail sack behind.

The Pony express lasted but 16 months, for when the fall of 1861 saw the push of telephone poles across the plains, the click of the telegraph wires took the place of hoof beats and a new, communicant world began.

Today trains rush a mile a minute across a connected continent, efficient with mail cars in which mail is sorted, bagged and left at the proper station in a twinkling. Boats carry mail around the world, while the drone of the air-mail has taken its proper place in the age of speed when communication is instantaneous compared with the old days of history. Yet underneath the postal service, still lies the thought "the mail must go through," whether it is a clerk standing legs apart on a sverving mail train sorting letters in the proper pigeon holes, a leather jacketed pilot crossing a mountain pass with the west-bound mail or the captain of a tender out in quarantine meeting the trans-Atlantic steamers.

Not only did each invest liberally in real estate, but in rambling about the environments of the future Chippewa metropolis they agreed to share each others lives."

All of which is substantially true, with the following exceptions: Mrs. Rogers is not wealthy. She and Mr. Smith did not meet for the first time at Walker or Ladysmith. She has been for some years Mr. Smith's housekeeper at Menasha. Evening Crescent, June 6, 1900.

# Thank You

**T**OMORROW marks the most important event in the history of this newspaper, (the fulfillment of an ambition born out of a desire to publish a newspaper in a manner which would serve our community best. Tomorrow, the light kindled in Appleton twelve years ago blazes in a new setting.

We are very proud of this new setting, proud that we could show our faith in Appleton at a time when that faith is most keenly needed. In building our new home, we have left no room for apologies. As you make your tour of inspection, you will see what we mean.

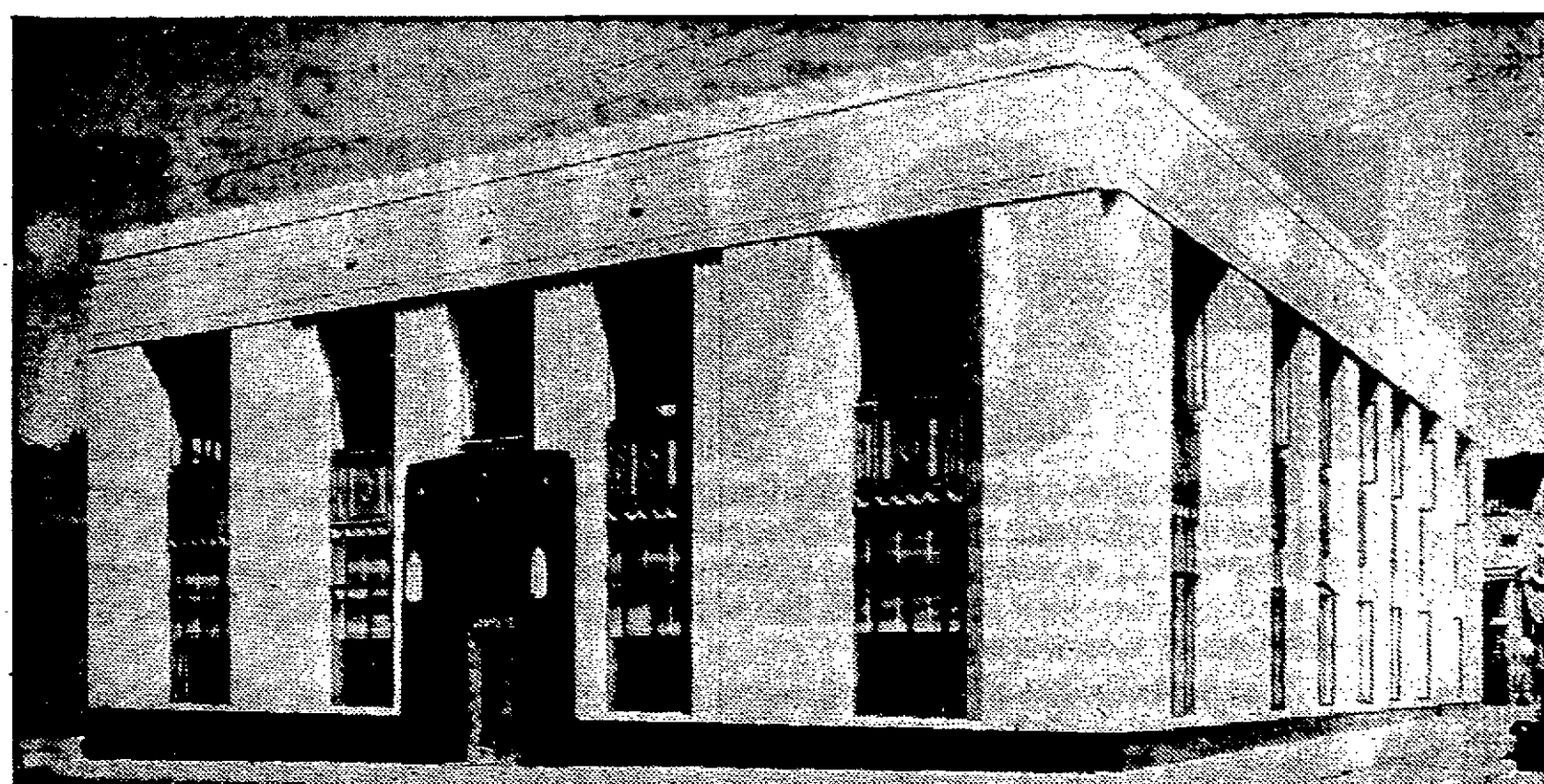
To accomplish this aim, however, required more than lofty ambitions and the ability to make tangibles out of our dreams. It has taken the personal interest, the years of experience and the enthusiasm of designers, builders and craftsmen whose interests — ahead of everything else—were lodged in high achievement in their respective lines.

To them go our expressions of appreciation. Without their genuine co-operation, their intensely personal desire to outdo themselves, the new Post-Crescent building could not have been made into the tribute we have tried to pay our city.

Because of their spirited efforts, it is possible to publish a newspaper which can be made increasingly better — growing with the city because the facilities for growth have been provided. To them go our thanks and appreciation!

**APPLETON POST-CRESCENT**  
Published by the Post Publishing Company





# the City Officials of Appleton

**Welcome  
two important  
new acquisitions**



**John Goodland Jr.**  
*Mayor*

**SECOND WARD ALDERMEN**

C. D. Thompson  
Oren Earle

**THIRD WARD ALDERMEN**

E. J. Femal  
Walter Gmeiner

**FOURTH WARD ALDERMEN**

R. F. McGillan  
Geo. Brautigam

**FIFTH WARD ALDERMEN**

Harvey Priebe  
Wenzel Hassmann

**SIXTH WARD ALDERMEN**

Harvey Kittner  
Phillip Vogt

This Congratulatory Page Paid for by  
the Mayor and Aldermen listed above.

Rarely does a city find itself in the position to welcome the acquisition of two important new additions to its civic countenance and its municipal functions. This, nevertheless, is the position in which Appleton finds itself today. The new home of the Appleton Post-Crescent is being thrown open for public inspection. Across the street from this magnificent new structure the new Appleton Post Office is making its initial bow to a waiting public.

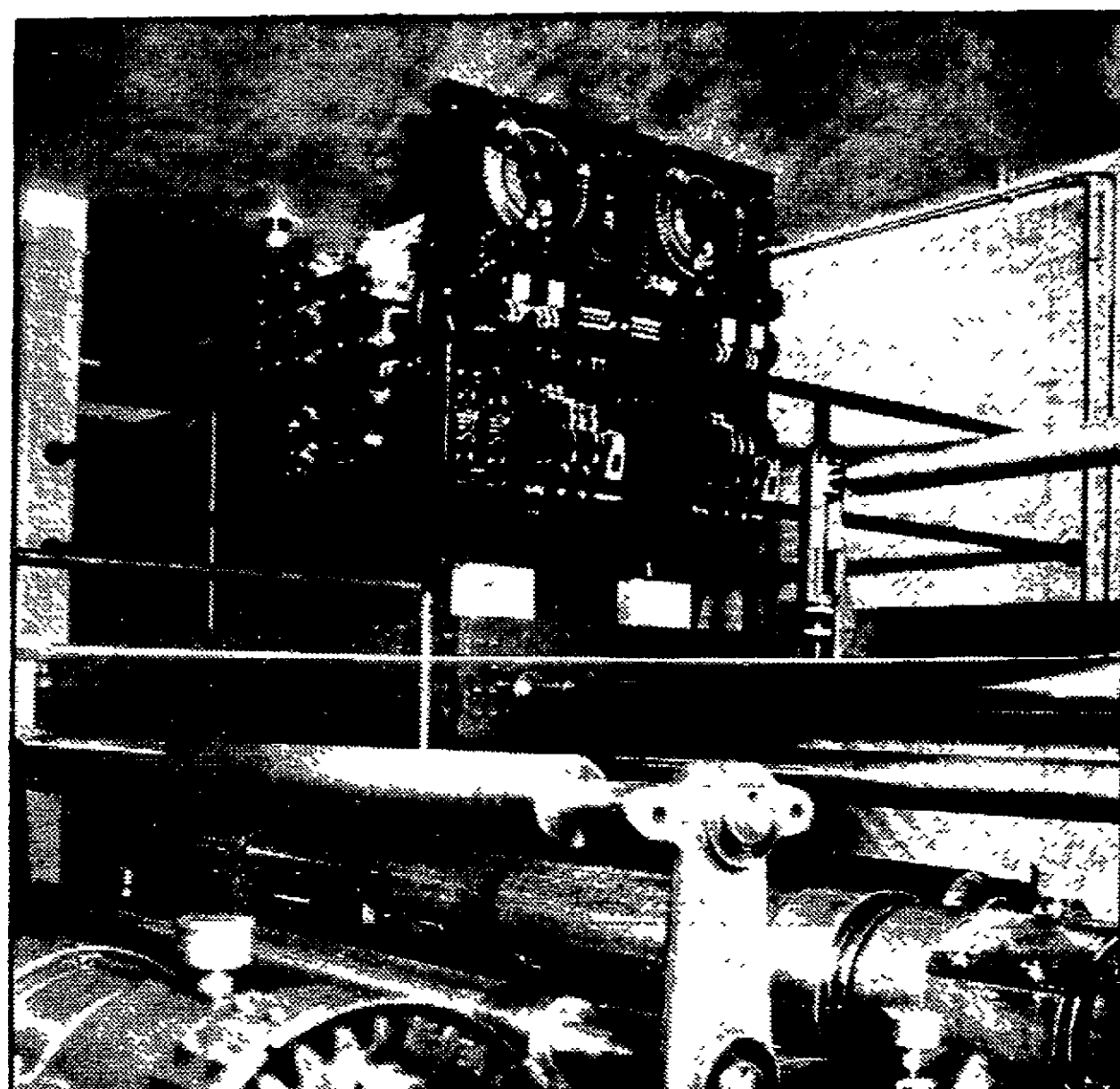
The opening of the new Post Office represents the natural culmination to a city's need for an adequate Federal building. We find in it national recognition of Appleton's growth and increasing importance. We, representing the city government of Appleton, extend our appreciation to the federal government for its invaluable addition to our civic life.

To the Post Publishing Company go our expressions of gratitude for providing Appleton with a newspaper and a newspaper plant which rank with the best and surpass most. This building and its newspaper could only have been made possible through years of real service to the Appleton public. Had the Post-Crescent faltered in its duty of informing the Appleton public and stimulating Appleton business, this tribute to modern journalism would not now be standing.

Today marks an outstanding news event in Appleton's history. Appropriately enough, much of this event is created by the newspaper itself. The success of a good newspaper is a decided compliment to the city in which it succeeds. The creation of an adequate federal building is proof of a city's growth.

Appleton should be very proud today!





# POWER

Because of the giant, invisible force of electricity, newspaper plants such as the magnificent new Post-Crescent home, can be powered. It is electricity which powers the giant presses, which drives the linotype and monotype machines and propels all the other equipment necessary in the production of a newspaper.

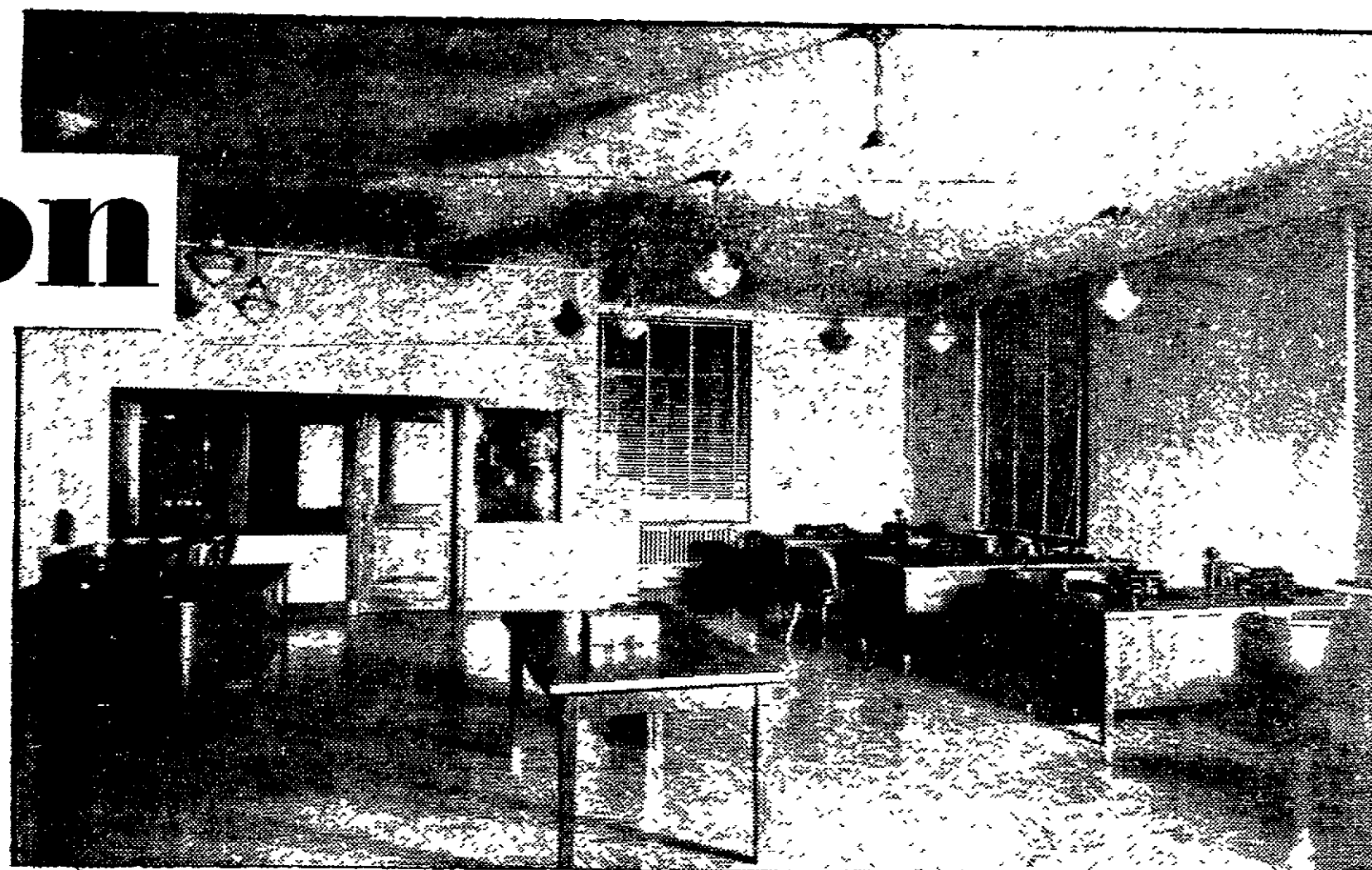
The installation of the equipment (both for controlling or utilizing electricity) was performed by Arft-Killoren. At the right is shown the control board for the Post-Crescent presses, installed by us. The preliminary work and the work during the change from the old Post-Crescent Building to the new was all done by Arft-Killoren electricians in a manner which enabled the newspaper to continue publishing without a single interruption. Here is a feat of which we are particularly proud.

Remember, as you read your copy of the Post-Crescent tonight, that electrical power has made it possible in its present form.

# Illumination

In order to work, men must be able to see. It follows that when illumination is adequate, work of a far better nature will be performed. In the construction of the new Post-Crescent Building, the matter of illumination was given every consideration. The result has been interesting. Eyestrain, due to insufficient lighting, has been eliminated. Yet, at no place in the building is the glare of improperly shaded or incorrectly arranged light to be found.

The installation of all wiring in this new building was done by Arft-Killoren electricians. All of the light, in addition, were installed by them. At the right is shown a notable example of the non-glare, semi-indirect lighting which characterizes the entire plant. Throughout the building, work can be better done on dark days due to the correct type of lighting provided by the designers of this great building and installed by Arft-Killoren.



**ARFT-  
KILLOREN  
ELECTRIC COMPANY**

## *Electrical Installation in this Wonderful Building was made with these products-*

**Harbirschaw Flame Stop Wire and Cable**

Mfg. by the GENERAL CABLE COMPANY, Chicago

**Economy Conduit**

by the I. A. BENNETT CO., Chicago

**Acorn Receptable and Switches**

Mfg. by HUBBELL ELECTRIC CO., Bridgeport, Conn.

**Power and Light Panels and Safety Switches**

Mfg. by SQUARE D COMPANY, Milwaukee

The above equipment through the GRAYBAR ELECTRIC CO., Mil.

**Warren Telechron Clocks**

furnished by ELECTRIC UTILITIES CORP., Chicago

**Holophane Light Equipment**

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# Conferees Fail To End Disputes On Relief Bill

## Hope to Reach Agreement This Afternoon On Measure

### GARNER AT HELM

#### Speaker Breaks Precedent by Directing Negotiations

Washington—(AP)—Congressional conferees on the unemployment relief bill failed today to reach an agreement, but showed a disposition to consider President Hoover's contention that emergency aid funds should be distributed on the basis of need.

Chairman Norbeck of the senate conferees on the \$2,300,000,000 bill, said no agreements were reached in a two and a half hour session this afternoon to iron out the differences.

He indicated a disposition among the conferees to listen to President Hoover's arguments for distribution of the proposed \$300,000,000 emergency relief fund on the basis of need.

"I realize the difficulty of getting a bill to suit the senate, the house and the president," Norbeck said, but really I feel like we are making progress.

Nothing definite has been settled, but the situation does not look so impossible as it did at first and frankly I am of the belief the president's wishes will be given every consideration possible as to the distribution of the \$300,000,000 relief fund in order that needs of the situation may govern."

Garner Takes Charge

Speaker Garner shattered precedent today by assuming personal direction of negotiations between the house and senate for a compromise on unemployment relief bill.

Garner appeared personally in the meeting of conferees who are striving to iron out differences between his bill as passed by the house and the Democratic program approved by the senate.

Assisted by newspapermen afterward if he had pointed the way to a compromise, the speaker said he had done considering "orating" but would not reveal the details of his discussion.

He said, however, he had confined his remarks to the sections of the bill dealing with emergency relief funds and expanding the borrowings power of the reconstruction corporation for construction loans.

Garner said he had not discussed the controversial public works section of the bill, to which President Hoover is opposed, feeling that was a matter for conferees to adjust by compromise.

Later, at his daily press conference, Garner predicted that when the relief bill goes to the president "there will be some public work to it."

The speaker made this statement just after returning from an hour's meeting with the conference committee.

"I was invited to express my opinion," Garner said, "and sat in with the gentlemen for an hour. Considering the length of the bill and the problems involved, I don't think it will take very long to reach an agreement."

# One Killed, Seven Hurt in Shooting In Coal Mine Zone

## Guards in Northern West Virginia Area Fire Into Crowd, Report

Morgantown, W. Va.—(AP)—One man was killed and seven others wounded, two dangerously, in a coal mine strike shooting at the Maysville mine of the Kelley's Creek Colliery company today.

The killing was the first to occur in the northern West Virginia mine strike that began about two weeks ago.

The two men badly wounded may die. The others are in Monongalia hospital with less serious injuries.

The dead man was James Shaffer, about 30 years old, a striking miner.

State police arrested Herbert Vance and J. R. Thompson, mine guards, and brought them to the county jail.

The first report of the shooting reached here from Dr. W. H. Howell, a prominent surgeon, who was passing the mine as the shots were fired. After examining the men shot down, Dr. Howell telephoned for an ambulance and treated the victims.

Dr. Howell said two men were unloading sand at the mine when three guards stood by. A large crowd, apparently composed of strikers and sympathizers were gathered near them.

He did not hear what passed between the two groups, but suddenly, Dr. Howell said, the guards fired into the crowd.

The eight men fell and the surgeon leaped from his car and ran to them. Shaffer already was dead.

One of the men badly wounded was shot in the chest and the other in the abdomen.

# Two Jockeys Injured When Horses Fall During Race

## Cedarburg, Wis.—(AP)—Two jockeys, Martin Gleason, 18, and Nick Moren, 22, were injured yesterday when their horses fell during races at the Ozaukee-co fair park. Gleason suffered a brain concussion, fractured collarbone and lacerated scalp. Moren was bruised severely.

### Kalscheur and Nolter owned a Madison trucking firm.

# Section Foreman's Wife Is Shot at Kenosha Home

Kenosha—(AP)—Mrs. Bena Bruno, 40, wife of Mike Bruno, a railroad section foreman here, was taken to a hospital early today with two shots entered in her shoulder. Someone had thrown a gun through the screened window of their bedroom and fired twice.

Police attributed the shooting to labor troubles. Bruno recently discharged a crew of men engaged in track work. At the hospital it was said Mrs. Bruno's condition was not critical.

# Hero of Cantigny Battle Dies in West Virginia

Charles Town, W. Va.—(AP)—General F. E. Bamford, 69, hero of the battle of Cantigny with the American Expeditionary forces during the World war, died suddenly today. He was retired from the army. His widow, formerly Martha Byrd of Richmond, Va., survives.

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#### Find Loot Taken From Boyd Residence at Home Of Gang Member

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While police were waiting for the proposed attack on Hopfensperger to take place in front of the market Saturday night, they received another tip that the gang had changed its plans and had arranged to get Hopfensperger when he drove into his garage at his home on W. River-dr.

Police hurried to the residence, and arrested the trio as they approached the home on foot. Two members of the gang tossed 32 caliber revolvers into a nearby field, but the weapons were found by police officers. Pieces of window sash cord, with which the kidnapers planned to break Hopfensperger, also were found.

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Further information received by police yesterday revealed that a quantity of jewelry taken in the 220 E. Lawrence-st. on Saturday night, June 18, could be found at the home of Waco on W. Lorain-st. The informer told police that the burglary was planned by Herman who knew that the Boyd family were spending the summer at their cottage at Potato Point.

The jewelry and a collection of old coins, valued at several hundred dollars, was found at the Waco

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Gerald Clifford, Green Bay, Balliet's alternate, said the Eighth district would vote against Roosevelt and that Balliet was merely following the desire of the voters in his district. Joseph E. Martin, Green Bay, said the Fond du Lac conference last January went on record for Roosevelt when the slate of delegate candidates was selected and he considered them bound to Roosevelt.

"The action of O'Malley and Balliet is tantamount to repudiation of the Fond du Lac conference," Martin said.

John A. Kuypers, DePere, the other Eighth district delegate, said the voters of the district want Roosevelt, and this was indicated by the vote given Balliet and himself.

Assignments of members of the delegation to various committees was announced as follows:

Credentials—Fred A. Russell, Superior; permanent organization, Mrs. Margaret V. Fragstein, Menomonie Falls; rules and order of business, Charles E. Hammersley, Shorewood; platform and resolutions, Joseph R. Piffner, Stevens Point.

Ryan Duffy, Fond du Lac, is chairman of the delegation and L. P. Fox, Chilton, secretary.

Argument Over Walsh

Mrs. Fragstein was instructed to vote for Senator Thomas J. Walsh for permanent chairman of the convention after a discussion regarding the senator's stand on prohibition. O'Malley said the senator was "dry" and he was opposed

# Two Wisconsin Delegates Not For Roosevelt

## Balliet and O'Malley Centers of Heated Argument at Caucus

### PICK COMMITTEES

#### Other 24 Badger Delegates Declare They'll Vote For Roosevelt

Chicago—(AP)—The announced decision of two Wisconsin delegates, Stephen D. Balliet, Appleton, and Thomas D. O'Malley, Milwaukee, not to support Roosevelt resulted in a heated discussion at a Wisconsin delegation caucus last night. The other 24 delegates declared for Roosevelt.

O'Malley stalked from the caucus room apparently angered that his decision not to vote for Roosevelt had been questioned. Before leaving he declared he had been elected as an uninstructed delegate and that he did "not intend to be railroaded into voting for Roosevelt."

O'Malley, who is the youngest Wisconsin delegate, did not say whom he would vote for, but it was assumed he is for Smith.

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# Many Lines of Cleavage Seen At Convention

## Roosevelt "Weakness" Distrust of Business Elements Within Party

BY DAVID LAWRENCE  
Enroute to Chicago — Although congress has not yet finished its work, more members are on their way to the Democratic national convention than attended the Republican gathering. By arranging pairs with their Republican brethren, the Democrats are hurrying to Chicago to participate in what promises to be the most dramatic convention in national politics since the famous 1912 conventions at Baltimore and Chicago which brought a Wilson victory over Clark and a Roosevelt-Taft split and three parties.

What the outcome of the Democratic convention will mean on the much desired party harmony is a matter of much doubt as well as concern among the Democrats. The situation has in it all the elements of a national convention could possibly bring together.

The issues are partly fundamental and partly personal. Thus the fight on the permanent chairmanship will not present as did the contest over Alton Parker in 1912 a conflict of progressivism and conservatism. The crux of the battle as between Snouse and Walsh has nothing to do with either man but with the steadfastness of Franklin D. Roosevelt, who now is accused of going back on his word in deserting Snouse. The argument made in reply is that Snouse was "recommended" for the job of permanent chairman but that Governor Roosevelt was himself not bound by the selection.

Former Gov. Al Smith has already hinted at the line of attack when he says the issue is "whether a man keep his word."

Already the comment being made by the anti-Roosevelt people is that if a prospective candidate cannot stick to his political agreements before the convention that is supposed to nominate, what kind of a nominee would he make and indeed what kind of a president?

This sort of attack is deadly in politics and when the Democrats start washing linen in that way on an issue of the permanent chairmanship it is likely that open sores will result.

Just why the opposition to Frank Roosevelt has been so bitter is difficult to analyze. Personally he is popular. He was one of the original Wilson men. He fought Tammany as a state senator in his early days in Empire state politics. He fought the battle for Smith in 1928 and accepted the nomination for governor at the urgent plea of the then Governor Smith. He has been reelected governor by a huge vote and has an excellent radio voice which would be helpful in a modern campaign in which back platform stumpings seems to have gone out of fashion.

Yet there is a big group of Democrats who seem to feel that all is lost if they nominate Roosevelt. They do not mention physical handicaps as a reason but like Frank Hague of New Jersey they vaguely emphasize Roosevelt's alleged "weakness" as a candidate. The truth is of course that Roosevelt has by his policies and speeches antagonized the business elements in the Democratic party. He was accused of demagoguery by Smith himself when the "forgotten man" speech was made.

Now the Democrats in the past have cared very much about the support of the business elements. When they added Charles W. Bryan to the John W. Davis ticket, they flew in the face of eastern and middle western conservatism. When they repeatedly chose Bryan, they decided to make their fight on progressivism irrespective of the wishes of the business world.

But today the Smith-Raskob-Shouse elements feel that the Democrats must appeal to business especially at a time when the country is in the midst of an economic crisis and the need for a business government is being stressed. What the Democrats opposed to Roosevelt really have in mind is someone of the Owen Young type. In fact they talk still of drafting him. He is undoubtedly their first choice and if after a deadlock and a disintegration of Roosevelt strength, a compromise is to be sought the effort to name Young may yet be made with Newton Baker another strong possibility. The moment it is assured that the Roosevelt forces cannot win.

The fight on the majority rule may never materialize especially if the Roosevelt leaders see more of their own followers like Senator Harrison taking vigorous exception to it. Thus far the Roosevelt strategy has not been accepted as particularly effective though when the history of the convention comes to be written the only thing that will count is whether the strategy won the battle.

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# SOUNDING DEMOCRATIC KEYNOTE



Senator Alben W. Barkley of Kentucky, temporary chairman and keynote speaker of the Democratic convention, is shown here in action on the platform. Barkley brought this over-size gavel with him from Washington for his work at the convention.

# Today and Tomorrow

Mr. Lippmann, formerly editor of the New York World, is one of the foremost liberal thinkers in the country. He has complete freedom of expression in the articles appearing under his signature.

BY WALTER LIPPMANN.

# THE DEMOCRATIC ALIGNMENT

The main alignment in Chicago is between a coalition of southern and western Democrats on one side and of eastern Democrats on the other. The balance of power lies in the central states such as Ohio, Indiana, Illinois and Missouri. If these states throw in their lot with the Roosevelt coalition, the Governor will almost certainly be nominated and the battle in November will be fought on the pattern of the McKinley-Bryan contest of 1896. The Democrats would then stake everything on the theory that Governor Roosevelt, holding the South and the border states, could make a fairly clean sweep of the territory between the Mississippi and the Rockies and then pick up enough strength in rural Indiana, Ohio, Illinois and Michigan to win the election.

This is the basic conception of the Roosevelt leaders. It accounts for their otherwise inexplicable behavior in riding rough shod over the Eastern Democrats. They are not counting on the East, and while they would, of course, like to carry some Eastern states, they believe they can win the nomination and the election without the Eastern states. Holding that belief they are disposed to make a thorough job of it by the use of the councils of the party the Raskob-Shouse-Smith-Ritchie faction.

The risks of this strategy are clear enough but apparently the Roosevelt leaders have in their own minds discounted them. Along the lines they have decided to pursue the Roosevelt leaders are prepared to lose the Al Smith vote in the great cities, to lose the support of many Conservative Democrats, and to send back to the Republicans those business men who would if they had the chance like to vote against Mr. Hoover. They are counting on general discontent, especially in the rural sections, to overcome that spirit of caution born of anxiety which is the main reliance of the Republicans.

An examination of the results in 1896 when Bryan lost by only 95 electoral votes and in 1916 when Wilson won, though he failed to carry any large Eastern state except Ohio, will show the basis of the Roosevelt calculation. Bryan would have won in 1896 had he carried Illinois, Indiana and Minnesota. Wilson would have been easily elected if narrowly elected in 1916 had he carried Illinois, Indiana, Iowa and Minnesota. Therefore, the fundamental question in the Roosevelt strategy is whether Governor Roosevelt is stronger than Bryan or Wilson, whether President Hoover is weaker than McKinley and Hughes, in the central regions of the country. If the Roosevelt forces proceed as they plan, that will be the question which has to be decided between now and next November.

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# Personals

Mr. and Mrs. William Tugay, Wilmette, Ill., have been visiting Mr. and Mrs. Wedgwood, 924 E. Alton-st., for the past week.

Sister M. Cyrinus, daughter of Mrs. Chris Randerson, Freedom, who taught in Chicago for the past year, left Friday for Atlantic City, N. J., where she will teach this summer.

Mr. and Mrs. Frederick Stoeber, and sons, Donald and Frederick, New Holstein, spent the weekend with Mr. and Mrs. Ray Wagner.

Miss Geraldine Ruppel, Medina, is spending a few days with Miss Anita Van Alstine, Center-st.

Ralph and Van Alstine, Appleton, Donald Ruppel, Medina, left Monday for a few days' trip through northern Wisconsin.

Lawrence Keller, 1614 N. Division-st. spent the weekend at Waukegan.

# Pope's Blessing Ends Eucharistic Congress in Erin

## Hundreds of Thousands of Catholics Start Homeward Journeys

Dublin —(AP)— Several hundred thousand Catholics, from all parts of the world, were on their way home today from the thirty-first Eucharistic congress, which closed here yesterday with a blessing from Pope Pius, radioed from Vatican City.

A million members of the church heard the pope's words of blessing, broadcast by loud speakers.

It was believed here to have been the greatest congregation Christendom has known. The benediction followed a solemn pontifical mass and a great religious procession 17 miles long.

The pontiff had intended to speak earlier but the transmission was faulty and he was delayed.

"In the name of the Father, and of the Son and of the Holy Ghost, Amen," the pontiff began, speaking Latin.

"Most beloved sons in Christ, I am with you. First of all, I am with you as a father, with his exulting sons in order to have not only by means of our cardinal legate, but also by myself a certain participation in your eucharistic joy and triumph.

"Therefore, we together with you, supplicate and pray that Almighty and Merciful God, placated by the prayer of His church, graciously concede in such great tribulation of all peoples the gifts of union and peace, gifts which are, in fact, in the mystery of the eucharist.

"Finally, our heart and our lips open to you to express our congratulations and impart to you with very special affection our apostolic benediction.

"Through the prayers and merits of our Blessed Mary, always virgin, queen of Ireland, of blessed Michael, the archangel, of blessed John the Baptist, of the Blessed Apostles Peter and Paul, of the blessed Patrick, and the blessed saints of Ireland and the saints, may the benediction of God Almighty, of the Father, the Son and the Holy Ghost, descend upon you and upon your—indeed our—most beloved Ireland and remain with you always."

The pageant and glory and fervor of the congress wove a rich tapestry of religion at its final session. Archbishop Michael J. Curley of Baltimore, celebrated the pontifical high mass in Phoenix park.

Archbishop Patrick and Ireland, perhaps more, were represented. Ten cardinals and scores of archbishops and bishops attended.

# SCORES HURT IN RIOTS

Belfast, Northern Ireland —(AP)— Scores of Irish men and women, nursed more or less serious injuries today after a firing of the ancient feud between the orange and the green yesterday.

In several parts of northern Ireland Catholic pilgrims on their way to the closing ceremonies of the Eucharistic congress at Dublin, were attacked, stoned and beaten.

After earlier riots in four cities seven of nine trains carrying the pilgrims were stoned between Portadown and Belfast. Excursion steamers carrying pilgrims also were pelted with stones at Londonderry and were struck. Stones also crashed through the windows of the St. Narcissus chapel at Larnie.

The worst outbreak occurred at Ballymena where the orangemen were on hand as hundreds of pilgrims gathered at the railway station to take their trains. Several pilgrims were beaten and kicked, and women were roughed.

Before the attack began a large crowd of orangemen paraded through the town singing party songs and hurling abuses at the pope.

At Belfast stones were thrown through the windows of street cars in which the pilgrims were riding to the station to take the train for Dublin. Two policemen were injured when they charged the rioters. Omnibus windows were broken at Coleraine in a similar attack. Papal and Eucharistic congress flags were torn down and burned at Dohernanagh, in County Tyrone, by orangemen who were holding a parade celebrating the battle of the Boyne, where William III defeated James II on July 1, 1690. Stones were thrown and pistols fired, but no one was hurt.

Mrs. Theodore Kamps, Pasadena, Calif., arrived in Appleton last week to visit for several weeks with her daughter, Mrs. E. W. Bates, and other relatives and friends.

The Rev. and Mrs. E. F. Franz attended the fortieth anniversary celebration of the ordination of the Rev. William Arpke, Chilton, Sunday.

Mr. and Mrs. Fred Tilly and family, 1220 W. Elsie-st., attended the Eagle convention at Madison Saturday. Mr. Tilly is a member of Appleton aerie.

# Ethel Hager Injured In Automobile Crash

One person was injured and four cars damaged in two automobile collisions here at 1:30 Saturday afternoon.

Miss Ethel Hager, 833 E. North-st., suffered severe body bruises when the car she was driving and a machine driven by Leslie Krabbe, collided at the intersection of E. North-st. and N. Durkee-st. Krabbe was driving a truck owned by the Bernhardt and Son grocers, 1001 N. Oneida-st. Both machines were badly damaged.

Machines driven by William Downey, route 4, Appleton, and Fred Storm, 115 W. Foster-st. were damaged when they collided at the intersection of N. Appleton-st. and W. Pacific-sts. Both cars were slightly damaged.

# "Million Dollar Fence" Convicted

## Sovetsky Is Found Guilty of Possessing Stolen Merchandise

Chicago —(AP)— John Sovetsky, found in possession of merchandise allegedly stolen from freight cars of the Pennsylvania and Chicago Great Western railroads, was convicted in federal court today of possessing merchandise stolen from interstate shipments.

The jury reached its verdict at 8 p. m. last Saturday, two hours after receiving the case, but its sealed report was read only today.

Sovetsky, called the "million dollar fence," faces a maximum sentence of five years in Leavenworth on each of the first four counts of the indictment and of two years on the fifth, charging conspiracy. Judge John P. Barnes set June 30 for hearing a motion for a new trial and of sentencing Sovetsky and Sam Ginsberg if it is denied. Ginsberg, his partner, pleaded guilty during the trial.

Sovetsky was taken into custody pending posting of \$10,000 additional bond. He was once convicted of the same charge in a state court but the Illinois Supreme court set it aside.

An Ashland, Wis., merchant who dealt with Sovetsky surrendered some merchandise to police here shortly after Sovetsky's indictment.

# Start Dredging At Lake Harbor

## Fifteen Men Employed on Tug Neenah and Dredge On Winnebago

Dredging was started last week by U. S. tug Neenah and a large government dredge at Calumet Harbor. The tug Neenah carries a crew of seven men and the dredge has a crew of eight. Two large scows also are being used in the dredging operations.

Dredging will be carried to a depth of 6 feet both in the harbor and channel, and the channel will extend out into the lake about 700 feet from the dock and will be 100 feet wide for its entire length. All the earth from the channel bottom will be taken out into deeper parts of the lake and dumped from the scows.

It is expected that the project will be completed before the arrival of the fleet of the Chicago Motor Yacht club and other craft from that city which will cruise on Lake Winnebago on July 8. The Chicago boats will come up the Fox river from Green Bay. Upon arrival in this city they will be met by a fleet of the Appleton Yacht club.

# 300 Millions are Due In Dividends on July 1

New York —(AP)— Although many dividends have been reduced, and some passed entirely, approximately \$300,000,000 will be paid out in dividends by American corporations on July 1.

The outflow will lend a substantial addition to the investment public's supply of money and by far the greater part of it is expected to find its way promptly back into circulation.

In addition to dividend payments, American corporations will distribute \$300,000,000 in interest payments to bondholders.

July 1 is the most important summer settlement day of the year. Total payments by corporations on that date are equalled only by their Jan. 1 disbursements.

A leading statistical organization estimates that approximately one out of nine corporations is still paying dividends.

With money rates now at abnormally low levels, reflecting little turnover in the money market, the banks will welcome the chance to churn things up a little and get an added amount of it back into public circulation.

# Lindbergh at Curtis Trial In New Jersey

## Prosecution Wins First Tilt In Case Against Alleged Hoaxer

Flemington, N. J. —(AP)— The prosecution won the first engagement in the trial of John H. Curtis, alleged Lindbergh case hoaxer, which opened today. A motion by the defense for removal of one of the prosecution's attorneys was denied by Judge Adam O. Robbins.

As soon as court convened this morning the defense applied for the removal of Harry Stout, special assistant prosecutor, on the ground that when he was being considered as a defense lawyer he learned secrets of the defense strategy. He was not employed by the defense and later was selected to help with the prosecution.

Judge Robbins heard argument on the motion in his chambers, the argument lasting more than an hour and a half.

Flemington, N. J. —(AP)— With Col. Charles A. Lindbergh watching from a nearby table, John Hughes Curtis went on trial today for impending justice in the search for the kidnappers and murderers of the Lindbergh baby.

As court was convened by Judge Adam O. Robbins, Curtis sat at the defense table, staring straight ahead, and Col. Lindbergh sat at the prosecutor's table, his arms crossed and an expression of close attention on his face. The two men did not look at each other.

The first action after court convened was the filing of a motion by Lloyd Fisher, local defense attorney, for the removal from the prosecutor's staff of Harry Stout, aged Flemington lawyer, appointed as special assistant to Prosecutor Anthony M. Hauck.

Judge Robbins said he would not consider the motion in open court and the opposing legal staffs retired with him to his chambers.

The motion was based on the assertion that Stout had earlier been considered as one of the defense attorneys and therefore had special knowledge of the defense strategy.

Among other prospective witnesses in the courtroom, in addition to Colonel Lindbergh, here Betty Gow, the murdered baby's nurse, and Mr. and Mrs. Ollie Wheatley, the Lindberghs' butler and housekeeper.

# Hints New Stand

Before the court was called to order Stout announced that the prosecution would take Curtis at his word that the confession was false and that he really was in contact with the kidnappers.

On this basis the state will then attempt to prove that Curtis hindered justice by his confession, in which he stated that he knew nothing of the kidnappers.

Stout said the confession would be offered for what it might be worth but would not be played as the state's trump.

By the time Colonel Lindbergh arrived every seat open to the public in the court room had been occupied. In the center of the room was a block of seats roped off for the 63 veniremen of the special panel from which the jury will be selected.

Hauck and Stout for the prosecution and Lloyd Fisher of Flemington, and W. C. Fender of Norfolk, Va., all arrived early and then withdrew temporarily from the court room for separate conferences.

Constance Curtis, 11-year-old daughter of the defendant, was in court with Mr. and Mrs. Bruce Carney of Portsmouth, Va.

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# Pythian Clubhouse Sold At Madison by Sheriff

Madison —(AP)— The Knights of Pythias clubhouse was sold under the hammer at a sheriff's sale here today.

Carl B. Fritz, head of the contracting company bearing his name was awarded the property on a bid of \$30,000, the only one submitted. He held a \$15,000 mortgage on the building.

Inability to meet mortgages and interest prompted the fraternal order to relinquish its clubhouse. It was constructed at a cost of \$90,000.

# Battles Renewed Over Credentials

## Four Controversies Still to Be Settled for Various Claimants

BY RALPH WHEATLEY  
Chicago —(AP)— Led by the embittered Louisiana, contesting delegates from Minnesota, Puerto Rico and one Pennsylvania district will plead their cases late today before the credentials committee, empowered to recommend to the convention and seating of delegates.

As before the Democratic national convention roll call was compiled, the Louisiana and Minnesota contests will be the main attractions, the others mere sideshows.

The outspoken pro-Roosevelt delegates won before the national committee a stormy session in which the words "lie" and "crook" were bandied about and physical clash was averted narrowly.

The same issues and the same performers will appear in the credentials committee hearing with the Louisianians, if anything, more in fighting mood than before. Both the Huey Long "state central committee" delegates and the J. Y. Sanders "state convention" delegates declare most emphatically that they carry their case to the convention floor if they lose before the committee.

Mr. Sanders' delegation has gone so far as to work among the delegates of other states and to consider sending either John W. Davis, former Democratic presidential candidate, or Senator Carter Glass of Virginia to the floor to lead their attack.

But Huey Long refuses even to consider the possibility of the case reaching the floor and says: "It is all over but the shouting."

# Four Horsemen Increase Lead to Total of 6,260

Elberton, N. J. —(AP)— Hal Sims' four horsemen have rolled up an apparently unbeatable lead over the Cavendish club contract bridge team led by Harold S. Vanderbilt.

In the third session of their match last night, the horsemen increased the lead by 3,445 to a total margin of 6,260. To date 120 boards have been played, leaving 40 to be played in the concluding session today.

In one room last night Sim and Willard Karn secured a total of 2,875 points, playing against Vanderbilt and Baron Waldemar von Zedtwitz. At the other table David Burnside and Howard Schenken were also plus 570 playing against Jean Mattheys and Raymond Balfe.

# COATS — \$3, \$5, \$7 and \$10. Choice of the House.

See Page 49.

# YOUTH KILLS SELF

Milwaukee —(AP)— Martin Quandt, 19, wanted an automobile. His mother refused to buy him one. Yesterday they had words on the subject and today the mother found her son's body hanging from a rafter in the basement of their home.

Steamer Chairs with foot rest. A high quality chair. Tues. only \$1.69. See Page 49.

# Jungle Robes, Special Tuesday only, 2 for \$1.00. See Page 49.

# Legion Prepares For Its Annual July 4 Program

## Veterans Planning Entertaining Holiday Period At Erb Park

Appleton's annual July 4 celebration again will be held at Erb park under direction of Oney Johnston post of the American legion. The program will begin Saturday evening, July 2, and continue to Monday evening, July 4.

Started several years ago by the veterans, the event now is attended by thousands of persons in the Fox river valley and has been attracting larger crowds each year.

The Saturday evening program will feature dancing at a special pavilion and fire works. Sunday there will be numerous rides and amusements for children and adults and Sunday evening there again will be dancing and fireworks. The Sunday program will be repeated Monday.

The entire program has for its purpose a reasonable pleasant and entertaining holiday period for Appleton people and those from neighboring cities and towns. There is plenty of room for picnic groups and there will be stands serving various refreshments and lunches.

Among the rides secured for amusement purposes are a Ferris wheel, chair-o-plane, carroussel, aero-plane ride, and ponies. A free aerial act also has been secured as one of the night thrills.

Events for Children — Because events featuring children and young people again will be staged there is a child's race with the age limit four years, a kid's race with the age limit 12 years, a waxed pole and pie eating contest, the latter having cash prizes.

Members of the various committees planning the event are: General — H. H. Hebble, Frank Wheeler, Fred Heinritz, Armin Scheurle, William Denstedt.

Dancing — Joseph Heimmerman, George Schneider.

Construction — C. O. Baetz, Barney Gamsky, Arthur Bunks, August Arens.

Finance — Peter Goerl, Frank Wheeler, August Arens.

Fire Works — Clarence Scheurle, Armin Scheurle, William Denstedt, Fred Heinritz.

Corn Game — George Butth, Athletics and games — H. W. Miller.

Program — William Denstedt, Commissary Department, Arthur Bunks.

Hamburger Stands — Elmer Schaback, Fire works master — William Denstedt.

# Hopfensperger Bros. Inc.

Established Leaders in Value-Giving . . . That's Accepted!

# Hamburger Steak . . lb. 7c

Quality Outstanding in This Community.

# Pork Sausage Patties lb. 5c

# Swift's Silverleaf Lard 2 lbs. 8c

in 2 lb. Carton (Limit 2 lbs. to a customer)

# Home Rendered Lard 2 lbs. 8c

(Limit 2 lbs. to a customer)

# Choice Beef Stew . . lb. 5c

# Bacon, Sliced . . lb. 15c

# Pork Roast . . lb. 9c

# Pork Rib Roast . . lb. 10c

We have on display at each of our markets many items priced surprisingly low.



# "Fighting Jim" To Make Final Bid for Honor

## Ex-senator Reed of Missouri Seeking Democratic Nomination

**BY ROBERT TALLEY**  
Kansas City, Mo. — A turbulent political career of more than 30 years and one of the greatest comebacks in history lie behind him. . . . Now a gray-haired veteran past the allotted threescore-and-ten, ex-Senator Jim Reed is making his final bid for public honor.

Missouri's "favorite son" in the race for the Democratic nomination is one of the oldest men ever to seek the highest prize within the gift of his party. If he should be elected in November, the honor would come within a few days of his 71st birthday.

Jim Reed's record has been one of the most remarkable in the history of political comebacks.

Twelve years ago, after he had broken with President Woodrow Wilson on the League of Nations issue, he was rotten-egged in Ardmore, Okla., condemned by the North Carolina legislature as "a traitor who ought to be shot," threatened in Arkansas with being ridden out of town on a rail.

"Rid Us of Reed" clubs rose overnight in his home state, he was upbraided by millions in his own party and even barred from the Democratic national convention at San Francisco.

That was in 1920, when it seemed every man's hand was turned against him. With dismal prospects for success, Jim Reed came up for re-election to the Senate in 1922. From his sick bed at Washington, Wilson sent a scathing denunciation of Reed and an appeal for Missouri voters to elect his Democratic opponent.

Jim Reed met this problem as he has met every other problem in his long career, by fighting. . . . "Fighting, fighting, fighting; everything I've ever got in this world I've had to fight for," he once said. . . . Instead of trying to make amends, he fought the League of Nations with far more bitterness than he showed when he changed Missouri Democrats to his way of thinking, was triumphantly re-elected by 45,000 majority.

When Reed finished this term in the Senate—his third—he retired voluntarily on March 4, 1929, after having represented his state in the upper house of Congress for 18 consecutive years. He returned to Kansas City to resume the practice of law.

In 1928, Reed was put forward by Missouri as her "favorite son" for the presidential nomination, which Al Smith won almost by acclamation at Houston. In 1932, he is again the state's "favorite son" candidate, with Missouri's 36 convention votes pledged to him—at least, for the first few ballots.

"We will have in due course of time a return to normal conditions," Reed says. "But the advance towards prosperity will come from the grass roots. It will be born of the energies of our people. It can never be conferred by the government. We are suffering, not from want of necessities or even the luxuries of life, but from a disarrangement and temporary paralysis of our economic machinery. . . . The conditions may be traced largely to governmental blunders, both here and throughout the world."

Nor does Reed, always a wet, forget prohibition. He says it is costing the nation many millions of dollars yearly in lost taxes, necessitating huge expenditures for futile attempts at enforcement, and is promoting the interests of the bootlegger and the criminal.

Here is a typical example of the brand of biting sarcasm for which Reed has always been famous:

"In his speech of acceptance, Mr. Hoover said 'The posthouse is vanishing from amongst us. We shall soon, with the help of God, be in sight of a day when poverty will be banished from this nation.' 'Evidently,' Reed continues, with a smile, 'God has dissolved the partnership.'"

Throughout the long story of his life there appears repeated proof of Jim Reed's statement: "Fighting, fighting, fighting. . . . everything I've ever got in this world I've had to fight for."

His struggles began early. Orphaned at 8 by the death of his father, he and an older brother had to fight to support their widowed mother on a farm in Iowa, to which he family had moved after his birth near Mansfield, Ohio, in 1861.

Reed fought to get an education during the three months of winter that the country schools ran. He fought to continue his studies at Joe College, he fought poverty to study law in a lawyer's office, he fought his way into politics as prosecuting attorney at Kansas City. He fought his way into the mayor's office at Kansas City for two terms, he fought his way into the U. S. Senate in 1910, fought his way back there in 1916 and again in 1922.

The silvery-haired veteran, always appearing as elegant as if he had just stepped from a bandbox, was admittedly one of the greatest orators in the Senate. But Washington observers found little lovely about him. He was a man given to lashing and ripping sarcasm, a man given to sour and bitter moods who could hate with a passion. It is even said that Jim Reed laid awake at night just to hate Woodrow Wilson.

The historic break between the two men—which found Reed the chief Democratic opponent of Wilson's cherished League of Nations—had its beginning with the debate on the Federal Reserve act.

Wilson tried to rush the act through Congress; Reed demanded hearings and succeeded in making 3 amendments before the bill

# REED SEEKS NOMINATION



The veteran of many turbulent political campaigns, ex-Senator Jim Reed of Missouri as he nears his seventy-first birthday is seeking the Democratic nomination for president in his final bid for public honor. Reed is the representative who blocked Wilson's League of Nations in the United States Senate.

finally was passed. Prior to that time, Reed had supported Wilson's measures and had voted for the declaration of war "and every dollar, every man, every ship and every gun the president asked to carry on the war."

The split gradually widened and in 1919 Wilson came back from Europe, riding on the crest of a world-wide wave of popularity and bringing with him his cherished League of Nations covenant for adoption by the Senate. For a time, it seemed inevitable that it would be accepted; Wilson's tremendous prestige seemed certain to carry it over.

Jim Reed, the fighter, sprang into action as the leading Democratic foe to Wilson's dream.

"I decline," he shouted in a fiery speech late in 1919, "to help set up any government that is greater than that established by my fathers, greater than that baptized in the blood of patriots from the lanes of Lexington to the forests of the Argonne, greater than that sanctified by the tears of all the mothers whose heroic sons have gone down to sustain its glory and its independence. I decline to set up any government greater than the government of the United States of America!"

The fight was on. It raged in the Senate, it raged throughout the country as Jim Reed carried his battle to the people with speaking engagements and defied threatening crowds to filing his challenge. It colored the presidential campaign of 1920 that sent Cox down in defeat before the Harding landslide, it extended into the Missouri senatorial race of 1922 which found Reed turning defensive into offensive.

Today, the historic league battle is a memory. Woodrow Wilson is dead of a broken heart. And Jim Reed. . . . "Fighting, fighting, all ways fighting," he turns now to new issues as he seeks to win the seat in the White House that his arch enemy held for eight long years.

# Briggle to Preside Over Circuit Court

Madison—(P)—Judge Charles G. Briggle of Springfield, Ill., has been assigned to preside over the July term of federal court to be held at Superior, H. C. Hale, U. S. district court clerk here, has announced.

Judge Samuel Alschuler, senior federal judge at Chicago, made the assignment. He assignment of Judge F. A. Geiger, Milwaukee, who conducted the trial of the "Ipswich" case.

# SUNBURN?

End pain instantly as Beach Hospitals do

In his 28 years of service, John McMonigle, head of Coney Island's \$5 life-guard service, has tested sunburn remedies by the dozen. "But we haven't found one yet to compare with Noxzema," he declares, "for relieving sunburn instantly and healing quickly."

Other big beaches say the very same. They, too, have adopted Noxzema as official sunburn remedy after testing on their worst cases. If you are sunburned and want relief, get Noxzema—end pain instantly. Noxzema—won't soil clothing or furniture. At all drug and department stores. Get a jar today.

**NOXZEMA**  
8,000,000 JARS USED LAST YEAR

# Finish Program For Annual Meet Of Fire Chiefs

## Fourth Conference to be Held in Appleton Sept. 14 and 15

The program for the fourth annual convention of the Wisconsin Fire Chiefs' association to be held in Appleton Sept. 14 and 15 has been completed, according to Fire Chief George P. McGillan. Convention headquarters will be established at Conway hotel.

The convention will open at 9:30 Wednesday morning, Sept. 14 with an address of welcome by Mayor John Goodland, Jr. George Kuehlthau, West Bend, association president, will preside, and the opening prayer will be given by the Rev. J. E. Meagher of St. Mary church.

An address on "Possibilities of Educating Firemen Through the Vocational Schools" will be given by E. E. Gunn, Jr., Madison, official of the State Department of Vocational Education. "Drills and Training for Paid and Volunteer Fire Departments" is the topic of an address to be delivered by Victor Rutter, Milwaukee, Wisconsin Rating bureau representative.

The afternoon session will open with a talk on "Relationship of Fire Departments with the Insurance Industry" by Clarence R. James, secretary and treasurer of the Wisconsin State Fire Prevention association, Milwaukee.

Plan Demonstration  
A demonstration, "Use of Salvage Covers" will be given by the Milwaukee Insurance Patrol, after which a demonstration and talk on uses of different types of fire extinguishers will be given by Frank E. Daniel, chief engineer of the Wisconsin Rating bureau.

The annual banquet and entertainment will take place at Conway hotel at 6:30 in the evening. A special program of entertainment is to be arranged later by Chief McGillan.

The Thursday session will open at 9 o'clock in the morning with a report of the credentials committee. The opening address on "Fire Prevention From an Industrial View Point" will be given by a representative of the Kimberly Clark Corp., Corp., Neenah.

A discussion on "The Needs and Problems of Wisconsin Fire Chiefs" will be led by Peter J. Steinkellner of Milwaukee. Reports of the auditing, resolutions and nominating committees will follow. Officers will be elected, and the convention city for 1933 selected.

Present officers of the association are: George Kuehlthau, West Bend, president; R. H. Drum, Green Bay, vice president; Arthur J. Rahn, Two Rivers, secretary, and James J. Kupiec, Manitowoc, treasurer.

The board of trustees is composed of C. W. Brandt, Sheboygan; H. Kohlmann, Horicon, and C. E. Gillen, Racine. Members of the legislative committee are: P. Steinkellner, Milwaukee; Peter Wild, Waukegan; Chief Mc Gillan, Chester; Sroka, Portage, and Paul Suelflow, Hartford.

### On The Air Tonight

NBC stations will present a minstrel show at 7 p. m., with Gene Arnold as master of ceremonies. Mac McLoud and Clifford Soubrier will be end men. This frolic may be heard over WTMJ, WIBA, KSTP and WEBC.

At 8:15 p. m. Andre Kostelanetz' modern male chorus will take the air. The program will be carried by WISN, WKBH, WCCO, WMT and KMOX.

Minnesota will be honored tonight in the NBC "Parade of the States" program. S. L. Rothafel will be guest conductor of Erno Rapee's orchestra and Minnesota melodies will be sung by Fred Huffsmit, tenor, and male and female quartets. They may be heard at 7:30 p. m. over WENR, WTMJ, KSTP and WEBC.

Howard Barlow's Columbia Symphony orchestra will present classical selections at 8:30 p. m. for stations WKBH, WBBM, WCCO, WMT and KMOX.

Floyd Gibbons, racy commentator, will tell NBC stations something about the Democratic national convention in Chicago. Stations which will offer this program had not been determined early in the day.

Dance music from St. Louis will be broadcast by Columbia stations at 10:30 p. m. Joe Reichman and his orchestra will play for WISN, KMOX, WMT and WCCO.

Tuesday's Features  
Ben Bernie and his orchestra over WGN and WCCO at 7 p. m.

Irene Beasley, contralto, accompanied by Fred Berrens' orchestra

# Announce Classes for Sewage Plant Operators

Madison—(P)—A school for operators of sewage treatment plants in Wisconsin and northern Illinois will be conducted jointly by the University of Wisconsin and the state board of health at the university next year. L. F. Warrick, state sanitary engineer, announced today.

The course will consist of six-day program of lectures and demonstrations covering basic aspects of sewage treatment. Mr. Warrick said. Sewage engineers from northern Illinois cities have been invited to participate "on the basis of a mutual interest in the protection of Rock river water basins."

Wisconsin has a 10 million dollar investment in sewage plants serving 107 municipalities, Mr. Warrick said.

July 4th celebration, 10 a. m., Freedom Moravian Ch.; m. so., 1/2 mi. west of 5 Cors. Music by Seymour H. S. Band. Chicken dinner 11:30 to 1:30; supper 4:30 to 6:00.

### Tulips in Bloom After Lying Under

Burn for 20 Years  
Neillsville—(P)—After 20 years, several tulip bulbs that had lain dormant, today were springing to life.

Floyd Hanson, barber here, found the old bulbs under the floor of a woodshed which had been built over a tulip bed his mother had planted more than 20 years ago. He planted the bulbs and they grew rapidly.

Women's Beach Sandals. Crepe soles. All sizes, 58c. Turn to Page 49.

### Knit Dresses \$1 Tuesday.

See Page 49.

### Washable Summer Frocks \$1.69 Tuesday.

See Page 49.

### PORK ROAST ..... 9c

### PORK STEAK ..... 9c

# Geo. Otto Market

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Here Are FOOD VALUES That Will Make This

## JULY 4th a REAL "NATIONAL" HOLIDAY

Enjoy a great Fourth with the added pleasure of knowing that You have saved on fine quality foods at National. Get the National Habit because "You Save When We Save".

<b>SUGAR</b> PURE GRANULATED 10 Lb. Cloth Bag 43c 100 Lbs. \$4.29 Pure Cane — For Fine Cake and Candy Making	<b>BREAD</b> National Maid Dark Rye 1 1/2-Lb. Loaf 7c
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<b>COOKIES</b> Fort Dearborn Brand --- Taffy Bars, Coconut, Macaroon and Assorted 2 Lbs. 29c	<b>SARDINES</b> 2 1/2's 25c King Oscar Imported Norwegain in Olive Oil— Summer Brislings RY-KRISP . . . . . 12-oz. Pkg. 21c So tasty with soups and salads or melted cheese QUEEN OLIVES . . . . . Quart Jar 25c Come Again Brand—Selected PEANUT BUTTER . . . . . 1-Lb. Jar 12c Hazel Brand—Creamy and Smooth 2-Lb. Jar 23c CORNED BEEF . . . . . 12-oz. Can 19c Libby's — Chill, slice and serve SAWYERS GRAHAMS 1-Lb. Pkg. 14c Honey Flavored
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—FREE!—  
One large 24 oz. Bottle Sweet Girl, Pale Dry Ginger Ale with each purchase of 6 bottles. Plus bottle deposit.  
Extra Dry Pale or Golden Ginger Ale, Root Beer Sparkling Water, Lime, Lemon or Orange Soda  
6 24 Ounce Bottles 57c  
Plus 5c deposit on each bottle  
RASPBERRY Beverage Syrup National Brand..... Pint Bottle 15c  
WHITE SODA, 24-oz. 6 Bottles 57c  
Cream City Brand ..... Large 24-oz. Bottle 10c Plus deposit on bottle

—HOUSEHOLD NEEDS—  
PALMOLIVE . . . . . 4 Bars 25c  
SOAP—Keep That School Girl Complexion  
SEMIWOLE Toilet Tissue—Cotton Soft ..... 3 1009-Sheet Rolls 19c  
BUDWEISER Hop Flavored Malt Syrup. Light or Dark ..... 3-Lb. Can 45c

—FRESH FRUITS AND VEGETABLES—  
Fresh, luscious fruits and crisp, tender vegetables make delicious, cooling salads to tempt the appetite on these warm days. Shop from these produce bargains today and everyday.

<b>CABBAGE</b> Firm Solid Green Heads . . . . . 3 Lbs. 10c	<b>LEMONS</b> Large Size Full of Juice . . . . . Doz. 29c
<b>ORANGES</b> California Sweet and Juicy Valencia's Medium Size . . . . . Doz. 25c	<b>CANTALOUPE</b> Jumbo Size Delicious Flavor . . . . . Each 10c
<b>HEAD LETTUCE</b> New Large Solid Heads 2 For 19c	<b>RED PLUMS</b> Delicious Sweet . . . . . Basket 39c
<b>PEACHES</b> California Box Fancy Grade . . . . . 3 Lbs. 25c	

THESE PRICES EFFECTIVE MONDAY, TUESDAY, WEDNESDAY and THURSDAY

## NATIONAL FOOD STORES

514 W. COLLEGE AVE. Elmer Knutson, Mgr. (Across From Wichmann Furniture Co.)

## The Sale of the Real Estate Site on which the new Post-Crescent is built was handled through

# GATES REAL ESTATE

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## FURNITURE

IN THE UPPER LOBBY  
AND IN THE  
LADIES' REST ROOM  
OF THE NEW  
POST-CRESCENT  
BUILDING  
—WAS FURNISHED BY—

# WICHMANN Furniture Company

THE STORE OF TRUE VALUES

Where Thrifty People Trade

## CLOUDEMANS GAGE CO.

### Camping OUT

over the July 4th holidays?

You'll have a huge time of course. Be sure to take along the right things to eat. "Outdoor" foods must be easy to prepare, satisfying to the taste to make camping enjoyable. ClouDEMans' have everything you need for your lunch basket and the cost will be surprisingly low.

CRACKER JACKS . . . 3 pkgs. 10c	With a delicious caramel coating. Toys in every box.
MARSHMALLOWS . . . lb. 19c	The Campfire brand. Ideal for salads or toasting.
DRESSING . . . . . qt. 29c	Hellman's boiled, packed in jars. Makes salads taste better.
MARSHMALLOWS . . . pkg. 15c	Monarch's toasted mallows in 12 ounce packages.
SANDWICH SPREAD . . . pt. 29c	Makes quick sandwiches that the family will surely like.
MAYONNAISE . . . . . pt. 29c	Another excellent dressing for lettuce or sandwiches. 1 pt. 15c.
FRUIT NECTAR . . . . . 25c	Use this to flavor your summer drinks. 4 ounce bottle.
PEANUT BUTTER . . . lb. jar 18c	G. & G brand. Keep it on the table this summer.
RIPE OLIVES . . . . . can 30c	Stewart's super-quality California's. 1 pound, 2 ounces.
PEANUT BUTTER . . . 2 lbs. 23c	Skyharbor brand. A camper's quick-lunch friend.
OLIVES . . . . . qt. jar 32c	The whole family will like to nibble on these appetizers.
GRAPE JUICE . . . . . qt. 43c	Welch's of course. In pint bottles at 23c.
DILL PICKLES . . . . . qt. jar 15c	Men like dill pickles with their Dutch lunches.

## Thomas Webb Coffee

Pound Can . . . 39c

A fine quality of coffee that has been prepared scientifically to bring you a most enjoyable flavor. Try a pound can soon.

## GOLD MEDAL WEEK

<b>GOLD MEDAL FLOUR</b> "Kitchen-tested". 15 Betty Crocker recipes FREE. 48 Lbs. \$1.37	<b>BISQUICK</b> Sensational discovery—bakes beautiful biscuits quick. Pkg. 32c
<b>WHEATIES</b> Delicious golden-brown whole wheat flakes, ready-to-eat. Pkg. 12c	<b>SOFTASILK Cake Flour</b> For lighter, higher, more tempting cakes that stay fresh longer. Pkg. 23c



# Barkley Asks Popular Vote On Prohibition

## Democratic Keynote in Scathing Attack on G. O. P. Administration

Chicago — (P) — In a keynote speech bristling with denunciation of the Hoover administration, Senator Alben W. Barkley today urged the Democratic national convention to favor a vote by the people on repealing the eighteenth amendment and called upon the nation to turn the Republicans out of office.

Describing the Republican plank on prohibition as "a promiscuous agglomeration of scraps and shreds," the Kentuckian said the Democrats should recommend passage of a congressional resolution repealing the 18th amendment, to be voted on by state conventions chosen solely for that purpose.

Barkley denounced the Republicans and President Hoover for the "exorbitant and indefensible rates" of the Smoot-Hawley tariff and promised to "visit tariff-making above the sordid processes of log-rollers and back-scratchers."

He exhorted the administration's farm policy and said the Democrats would undertake "to remove from the shoulders of agriculture a portion of the unnatural burden which it bears because others have been able to shift it there through special legislation in their own behalf."

Paying his respects to the Hoover administration, the keynote recalled that the president "and his Republican congress took charge of the government" on March 4, 1929, and added:

"But every prediction, every promise, every assurance made by them to obtain votes has turned to ashes in their hands, and every pretense has been exposed in all its naked effrontery."

"The Republic has continued its collapse," he said, "and has languished beyond any previous record. Credit has been restricted until finance and productive enterprise are frightened and stagnant and there is constantly marching a greater army of unemployed men and women in search of honest toil than has ever been experienced by this or any other nation."

"Republic Mismanaged" "There is nothing wrong with this republic," he added, "except that it has been mismanaged, exploited and demoralized for more than a decade by a leadership incomparably short-sighted and bereft of true statesmanship, incapable of understanding and dealing with fundamental causes, and incapable even now in the midst of its fearful havoc of understanding the extent of its own mischief."

Declaring that "we must by a major operation . . . from the bottom of the nation and the world, both of which are sick and dejected, the dead flesh and decayed bones resulting from 12 years of Republican quackery," Barkley continued:

"We must apply to the hopeful but misused patient the recuperative processes of a democracy which for a century and a half has responded to the emergencies which always beset us at the end of every period of Republican control which lasted long enough for its virus to take effect."

Concerning the eighteenth amendment, Barkley said "so long as it is a part of the Constitution 'no citizen of the republic has a legal or moral right to violate it,' and added:

"Whatever may be the divergent views of men and women on the merits and demerits of the eighteenth amendment as a national policy, it is inconceivable that this or any other part of the Constitution of the United States should apply to only a part and not the whole of the American nation. That great instrument declares that 'this Constitution and the laws made in pursuance thereof shall be the supreme law of the land.' But it cannot be the supreme law of the land if it can be abrogated by the people of a part of the land while remaining in force over the rest of them. Such a conception destroys the very nature and structure of the Constitution, for if it can be made thus to qualify one of its provisions it may be made to qualify all of them. This would be the end of the Constitution itself."

**Asks Unequivocal Stand** "Under these circumstances this convention owes it to the people of the nation to make its declaration upon this subject clear, understandable and unequivocal. There is no reason why the people should be deceived or deluded. There is no reason why a political declaration should look in every direction and see nothing."

"In order, therefore, to obtain the present will of the American people on this subject of universal controversy, this convention should in the platform here to be adopted recommend the passage by congress of a resolution repealing the eighteenth amendment and its submission to the people of the states through conventions whose delegates shall be chosen upon this issue alone."

"If the people are to pass again upon this question, let them pass upon it in such a bold, naked and unequivocal terms as to make their decision intelligent and certain."

"If their verdict shall be in favor of retaining the eighteenth amendment in the Constitution, let every true citizen of the nation accept the decision and abide by it in letter and in spirit."

"If the verdict shall be for the repeal of the amendment then let every branch of the national government exercise all the powers they possess to protect the states in the observance and enforcement of the laws which they shall enact to control, regulate or prohibit the traffic in intoxicating liquors."

**Reviews G. O. P. Work** The temporary chairman went back to 1920 and reviewed the intervening years of Republican leadership.

"The Harding administration he described as 'the darkest chapter

# CHAIRMAN RASKOB OPENS CONVENTION



"The convention will now come to order," says John Raskob, chairman of the Democratic National Committee, shown above as he appeared when he formally opened the 1932 Democratic National convention at Chicago.

of public betrayal in the history of this or any nation."

On President Coolidge and Secretary Mellon he heaped the blame for "an orgy of speculation and inflation that had no foundation in real values."

"Stocks were manipulated, prices pyramided, then split up, then distributed among innocent people under the opiate of fabulous financial hopes built up by the most gigantic campaign of official ballyhooing ever witnessed in the annals of American history," he exclaimed.

Under President Coolidge, Barkley said, expenses of the national government increased "more than \$650,000,000." He gave credit to the present Democratic house for reducing President Hoover's requests for appropriations "by more than \$400,000,000."

He promised that the Democrats would "abolish every useless office, every unnecessary bureau and commission which has grown by what it fed on until the total has become an insufferable weight upon all the activities and resources of the American people."

"They will never be abolished by those who now operate them," he said. "A new Hercules must clean out these Augean stables."

In dealing with the tariff, Barkley proposed that the Democrats inaugurate friendly international trade conferences with a view to reopening normal channels in the world and make the tariff commission a fact finding body for Congress.

**Farm Relief Proposal** For agriculture's relief, he advocated the enactment of laws setting up co-operative agencies through which the farmer may work out his own problems over a period of years, taking the government out of the "dubious adventure of speculation" in farm products, and installation at the head of the Department of Agriculture a Secretary who has "some knowledge of the subject and some sympathy for those who struggle with it."

For strengthening the banking structure, he proposed giving consideration to revision of the federal reserve act to insure more direct contact with commercial banks and borrowers.

Speaking of unemployment, he ridiculed "fine spun" distinctions between local and national responsibility and deplored "sophomoric dispute over the identity of first aid" while the nation's "defenders or their dependents suffer from want or neglect."

Society, he said, must find a way by which members displaced by invention and advances may sustain themselves and their families in comfort and self respect.

He advocated the consideration of the five day week or the six hour day as a possible solution of employment problems growing out of the country's industrial advances.

**Lauds Own Party** Concluding, Barkley said "in all the generations of American history the people in every great crisis have turned to the Democratic party to lead them from the wilderness of disappointment and disaster."

"It will be so in 1932," he shouted, "when the principles here announced and the leaders here chosen will in the name of a people betrayed, bewildered and misled redeem for them a land despoiled and made barren by those who know not the ways of wisdom or of providence."

"Such a nation, such a people need only the glimmer of a new hope, the inspiration of a new goal, the stimulus of a new battle cry, and the marching orders of a new commander."

"That hope, that goal, that battle-cry, that commander we shall present to them here we shall adjourn this convention. He will be the choice no less of the farm than of the city dwellers. He will be experienced and tested no less in national than in state affairs. When chosen to the high station where unto we shall nominate him, we pledge his dedication to the service of the whole nation without regard to class or creed or section."

Miss Misses Wilma Weideman and Mildred Albrecht are in Chicago visiting relatives.

# Roosevelt Must Win in Early Vote If He's Nominated

## Strength Sure to Diminish If Race Isn't Won by Second Ballot

CONTINUED FROM PAGE 1

one-third bloc is being formed to prevent his victory. Missouri, Ohio, Virginia, Maryland a large portion of New York and Illinois are lined up to stick to their favorite sons.

Two other delegations have promised to contribute a few votes each to Garner or some other candidate on the second ballot.

**Must Vote Early** If Mr. Roosevelt does not win on the first or second ballot he will lose the nomination. The Roosevelt strategy calls for a bandwagon, failing which the troops that will be made into the New York governor's strength will quickly reveal that he cannot gain but must get diminished strength on succeeding ballots.

The anti-Roosevelt leaders have taken advantage of the opening given them by James A. Farley, Roosevelt manager, in raising the question of abrogating the two-thirds rule. In many delegations pledged to Roosevelt are groups, which under the unit rule must vote for him, but which are really antagonistic to his candidacy. They have used the two-thirds rule argument as a means of getting their pro-Roosevelt colleagues to grow lukewarm about the Roosevelt candidacy.

It requires only a majority to amend the rules but the chances of Roosevelt getting a majority to abandon the two-thirds rule is growing smaller each minute. Delegation after delegation is lining up against any change in the rules for this convention, although there is considerable sentiment in favor of recommending to the next convention that a majority vote shall be sufficient for nomination.

There is only one way to learn how this convention is going to turn out. It is not by listening to the claims of the Roosevelt leaders, but by watching the moods and behavior of the anti-Roosevelt men. For if the latter can muster their forces and are determined to make an open attack on Roosevelt in the convention they will make his nomination worthless. This counts much with politicians who always prefer harmony and a compromise candidate, to a selection that means indifference and apathy on the part of the leaders of state organizations in the main campaign.

**Bitterness Rules** In other words, they prefer "peace without victory" at conventions. There are wild rumors, for instance, that Al Smith either will not support the ticket or will walk in his tent which will be sufficient notice to the millions who followed him in 1928 that he doesn't care about the outcome in November. It is openly charged by Roosevelt men hereabout that some of the anti-Roosevelt delegates are so bitter about defeating Roosevelt that they would rather vote for Hoover than Roosevelt.

Governor Smith single-handed could put on a rough-and-tumble fight in the debate, which would hurt the Roosevelt candidacy but he could not by himself bring about Roosevelt's defeat. He needs allies. Will he get them? Efforts are being made to give Senator Carter Glass the principal role in fighting the two-thirds rule. Other warriors are being lined up.

The whole situation can be summed up in a nutshell. If the anti-Roosevelt leaders want to make a fight on the floor on various issues to be presented they can split this convention wide open and make Roosevelt's nomination politically worthless.

They can win some of his delegates if he loses on the two-thirds rule but the defeat of Roosevelt depends on how determined the opposition becomes. There are signs of that it is rudderless and hopeless, that it is waving its hands in the air desperately but not accomplishing anything. The Roosevelt leaders like to describe it that way, but they shall know definitely for by that time the lines of battle will have been clearly drawn. And it does look as if a dramatic fight, comparable to the 1912 convention in Baltimore is coming.

**Balliet, O'Malley Not for Roosevelt** Other 24 Delegates Declare They'll Support New York Governor

CONTINUED FROM PAGE 1

to him. Broughton jumped to his feet insisting the senator was not dry and that he favored resubmission of the eighteenth amendment. Twenty-four votes were cast in favor of Walsh — one of Wisconsin's favorite sons. He was born at Two Rivers. Balliet voted against him and O'Malley did not vote.

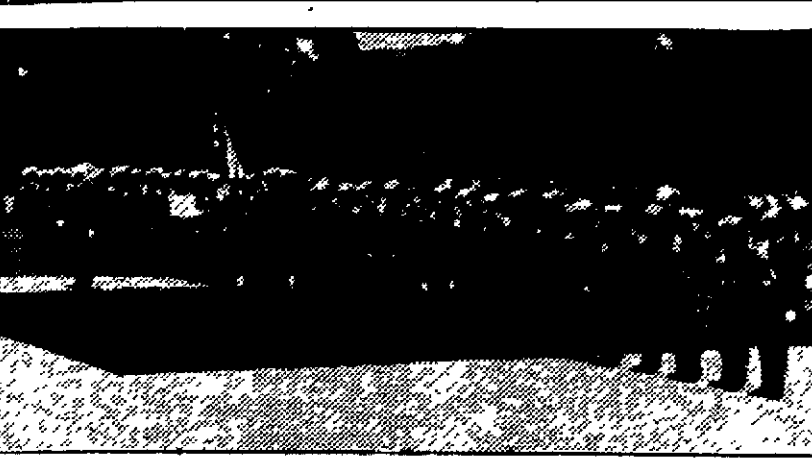
The delegation instructed Hamersley to vote for abrogation of the two-thirds rule in line with action taken at the Fond du Lac conference.

On motion of B. J. Husting, Mayville, the delegation voted to recommend to the national committee that national committeemen and women hold office only until their successors are elected and not until national conventions have been concluded.

Broughton announced yesterday that he had conferred with the resolution committee and had assured the platform would be satisfactory to the wets of Wisconsin.

Last night, Duffy said he had been invited to deliver one of the seconding speeches for Roosevelt.

# DRILL TEAM PERFORMS HERE



The crack drill team of St. Bernard Commandery, Knights Templar, of Chicago, which held its annual spring outing in Appleton Saturday, is shown as it gave an exhibition drill of 45 minutes in front of Lawrence Memorial chapel. The team, composed of 42 men, has won a number of trophies in competition drill, and numbers among its members several grand officers, and a large number of past masters.

The team members accompanied by their ladies, arrived on a special train Saturday afternoon and were entertained at a banquet in the evening at Masonic temple. Several Commanderies from surrounding cities were represented at the celebration Saturday.

# Shiocton Man Goes to Jail for Five Days

Henry Martin, Shiocton, was sentenced to jail Monday morning for five days when he pleaded guilty of reckless driving, operating a car without the license, and operating a car without a driver's license Sunday at Shiocton. He was arrested by Officer Charles Steidl and pleaded guilty when arraigned before Judge Theodore Berg in municipal court this morning. He drew a \$10 fine but went to jail because he could not raise the money.

# Clarence Weiss Enters Ministry

Appleton Man Ordained Sunday at Zion Lutheran Church

Clarence Weiss, son of Mrs. Helen Weiss, N. Tonka-st., was ordained to the Lutheran ministry at Zion Lutheran church Sunday evening. The ordination service was conducted by the Rev. Theodore Marth, pastor of Zion church, and the sermon was delivered by the Rev. L. F. Gast of Green Bay. Mr. Marth was assisted by Mr. Gast and the Rev. Immanuel Wegner of De Pere.

The text of Mr. Gast's sermon was "To this end I was born, and for this cause I came into the world, that I should bear witness unto the truth." A quartet sang "Thou Art the Way, the Truth, and the Light."

Following the service a reception for the pastors, relatives and friends was held at the Weiss home.

Mr. Weiss, a graduate of Capital University, Columbus, Ohio, will leave within a few days for Cleveland, Ohio, where he will establish a Lutheran congregation.

# DEATHS

**MRS. CHARLES BLAKE** Mrs. Charles Blake, 50, 314 E. Commercial-st., died at 8 o'clock Monday morning after a six months' illness. Mrs. Blake was born in Appleton and had lived here her entire life. Survivors are her husband; mother, Mrs. Marie Grasenz, Appleton; nephew, Arthur Blake; two brothers, Arthur Grasenz of Appleton and Herbert of Little Chute; three sisters, Mrs. Joseph Balza, Mrs. Frank Peotter, and Mrs. Thomas Longworth, Appleton. Friends may call at the residence after Tuesday afternoon. The funeral will be held from the residence at 1:45 Wednesday afternoon, with services at 2 o'clock at Zion Lutheran church. The Rev. Theodore Marth will be in charge, and burial will be in Riverside cemetery.

**MRS. M. STRASSBERGER** Mrs. Mathilda Strassberger, 71, died Monday noon at her home at 1114 N. Appleton-st. after a lingering illness. Born in Sheboygan-co, Mrs. Strassberger moved to Appleton in 1901. Survivors are three sons, Edward of Chicago, Robert and William of Appleton; three daughters, Mrs. Edna Nohr, Chicago; Mrs. Otto B. Thiel, and Mrs. Ray Thiel of Wauwatosa; six grand children; two brothers, Hugo Wickesberg, Black Creek, and Edward of Los Angeles, Calif.; one sister, Mrs. Robert Papendick, Appleton. Friends may call at the home after Tuesday afternoon. The funeral will be held at 2:15 Thursday afternoon from the home, with services at 2:30 at First Reformed church. The Rev. E. F. Franz will be in charge, and burial will be in Riverside cemetery.

**MRS. JOHN DOWE** The funeral of Mrs. John Dowe was held at 2:30 at 2:30 Saturday afternoon from the Hoh Funeral home, with services at 3 o'clock at Zion Lutheran church. The Rev. Theodore Marth was in charge, and burial was in Riverside cemetery. Bearers were Warren, Carleton, and Kenneth Rothlisberg, Arthur Siemhlib, Adolph Koenig and Edward Murray.

**HARRY WARNER** Funeral service for Harry Warner, Kalamazoo, Mich., who died Friday, were held at 11 o'clock Monday morning at the Hoh Funeral home. Burial was in Riverside cemetery. Warner, a transient who became ill when he arrived in Appleton, June 16, was taken to the county jail, and then to St. Elizabeth hospital, where he submitted to an operation for appendicitis.

**MRS. ERNEST MAAS** Word has been received of the death of Mrs. Ernest Maas, 85, former resident of Appleton, at Vancouver, Wash. Mrs. Maas, who left here about eight years ago, died Wednesday, and funeral services were held at Vancouver Monday. Burial was in Vancouver.

# Roosevelt Uses Telephone in His Plea for Backing

## Fails to Swing Listeners to Support Simple Majority Rule

Chicago — (P) — The extraordinary step of calling an entire state delegation by long distance telephone, pleading with them to be "good Democrats" and rally strongly to his support, was taken late last night by Franklin D. Roosevelt.

It was an aggressive gesture indicating the extent to which the New York governor is pushing his personal leadership in the fight for the presidential nomination, but it failed to swing his listeners to support the simple majority rule with which Roosevelt is determined to supplant the time-honored requirement of a two-thirds vote to nominate.

He spoke to North Carolina's delegation, with a few men from New Mexico and other states present. Newspapersmen were barred from the room before the loud-speaker attachment brought in Roosevelt's voice. He did not, it was learned, mention the rule directly. But afterwards, Tarnel state delegates predicted the group would go two to one for retention of the two-thirds rule. Their formal action on the question, in caucus, was due today.

The Roosevelt forces met a deep disappointment on the rule question in the New York delegation's caucus vote, 65 to 27, to keep the two-thirds. The vote is not binding, however. There was an indication of Roosevelt support on this point from more than half of the Pennsylvania delegation of 76.

While Texas, Virginia, Oklahoma, New Jersey and Alaska stuck to the old rule, the change to a simple majority was favored by Arizona, Arkansas, Florida, Georgia, Idaho, Kansas, Minnesota, Montana, Oregon, and South Dakota.

As expected, anti-Roosevelt delegations were going solidly against the change but an alarming number of those pledged to him, especially from the south, gave indications of running out on this big issue.

# Delegate Returns From Convention Of Her Sorority

Miss Dorothy Draheim, president of the local chapter of Mu Phi Epsilon, national musical sorority, has returned from Kansas City, Mo., where she attended the national convention of the group. One of the important actions of the convention was the changing of the constitution to meet the standards of the National Association of Honorary Societies. Originally a social sorority, Mu Phi Epsilon was changed in 1915 to an honorary, but not until last week were steps taken to change the constitution to conform with the requirements of the national honorary group.

Miss Helen Mueller, voice instructor at Lawrence Conservatory, was elected national vice president of the sorority at the convention.

# Chilton Farmer Takes Own Life

George Oakley, Pioneer Farmer, Found Hanging in Barn

George Oakley, 76, pioneer farmer in the town of Chilton, took his own life at 6 o'clock this morning by hanging himself in his barn. The body was found at 7 o'clock this morning by his son, Chester, who went to the barn in search of his father. Ill health and financial worries were said to be the motive. The body was viewed by Corner J. G. Jimahan and Sheriff G. B. Jensen of Chilton. Survivors are the widow and 11 children.

According to Sheriff Jensen, Oakley refused to eat breakfast this morning, and left for the barn about 6 o'clock. His son became worried and went to the barn where he found his father's body hanging from a rope attached to the rafters.

# Hill Next Speaker at Rotary Club Meeting

Charles Hill, commissioner of the department of agriculture and markets, will speak at the meeting of Rotary club at Hotel Northern Tuesday noon. He will speak on some phase of his work.

# BONINI'S

SPECIALS For TUESDAY

CHUCK ROAST	For top of the stove warm weather meal	lb. 10c
BEEF STEW	Good with vegetables served piping hot	lb. 5c
BOILED HAM, Sliced		lb. 25c
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BEETS	No. 2 Tin Rosebud Brand	2 cans 19c
These Beets are the Small Tender Variety		
DRYONIONS	Silver Skin	8 lbs. 25c
GREEN PEAS	Home Grown Sweet Variety	lb. 10c

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## Consistency

To those who have lost a loved one, it may seem that nothing is adequate to express their sense of bereavement. Yet even in such matters as these, cost must be considered.

Families calling upon us for service have the assurance of knowing that, no matter how simple the appointments or how modest the cost, every funeral that we conduct receives the same careful and reverent attention.



# Doctors Offer Indigent Aid On Cost Basis

## Outagamie-co. Society Recommends Committee of Five to Handle Cases

An offer to give medical care to indigents of Outagamie-co. on a cost basis has been made by the Outagamie Medical society through its president, Dr. E. F. Mielke. All members of the society will cooperate in this attempt to keep the cost of medical care for indigents as low as possible.

The society recommends that a committee of five members, to be known as the Outagamie County Medical Indigent committee, be appointed to supervise the indigent medical work of the county, to review medical reports, and to approve or adjust the medical bills which the doctors of the county present to the committee each month.

According to the plan suggested, three members of the committee are to be physicians appointed by the president of the medical society, to serve for one, two and three years, and the other two are to be the Appleton commissioner of public relief and a member of the poor committee of Outagamie-co. The committee is to meet once a month.

**Must Get Order**  
The committee advises that each indigent patient obtain a written order from the poor commissioner of his town or city, to be presented to his family doctor for medical care when necessary. This order is to be honored only for the sickness specified on the blank, and after the patient has recovered the attending doctor is to make out a report of the illness and an itemized statement of services. The commissioner's order and the doctor's blank should be sent to the Appleton commissioner of public relief, Joseph E. Schweitzer.

Indigent emergency cases should be reported to the poor commissioner immediately so that the case may be investigated.

# Bar U.S. Workers From Politics

## Civil Service Commission Warns Against Attacks On Candidates

Information regarding the political activity of organized federal classified employees has been received here by officials of the Appleton postoffice from the United States Civil Service commission at Washington, D. C.

In order that federal classified employees might be fully advised of the provisions of the civil service rules relating to political activity by organized groups, the commission has published for years its ruling that what an employee may not lawfully do independently he may not lawfully do in open or secret cooperation with others; neither may he employ for any unlawful purpose an agent, officer of other person chosen by himself or subject to his power, it is stated.

Every employee is clearly responsible for a continuation or repetition of the abuse of power vested by such employee in an association or its officers or other persons, the commission rules. The responsibility may be terminated only by establishing and maintaining effective control over such agencies, or by the withdrawal of the power vested in them.

To make a public attack on a candidate for public office is to take active part in a political campaign, commission officials claim. Such action by an employee is a violation of Civil Service rules and may subject the offending employee to separation from public service if stated. If the attack is made by the joint action of several employees, the guilt is still personal and attaches to each employee separately and severally for the purpose of administration of the Civil Service law.

# New Rates on Foreign Mail Effective July 6

Effective July 6 all articles mailed in the United States and addressed for delivery in transatlantic and transpacific countries, which are to be dispatched by air in this country to a coast exchange office for forwarding by steamship will be subject to the flat rate of 10 cents for the first ounce or fraction, and 15 cents for each additional ounce or fraction, according to postal officials.

This rate must be fully prepaid, otherwise these articles will be dispatched by the ordinary means if they are sufficiently prepaid for such dispatch, it was stated. Articles for air dispatch must be marked in the upper left-hand corner, "By Air in U. S. A."

# Seven Cases Listed on Probate Court Calendar

Seven cases are listed on the probate court calendar for Tuesday's session, before Judge Fred V. Heinemann. They are: Hearing on will in estates of John Verbeten and Mrs. Emma Knight; hearing on administration in estate of Henry Sommers; hearing on claim in estate of Jacob Miller; and hearing on final account in estates of John Hertel, Ellen Farrell, and Elizabeth Breyer.

# GROW LONG DARK EYELASHES

"Longlash Will Do It" Satisfaction Guaranteed. You can secure "Longlash" at all toilet goods counters — or write Harriet Hill, 540 N. Mich. Blvd., Chicago.

# Plan Annual Picnic Of Appleton Kiwanis

Plans for the annual picnic of the Appleton Kiwanis club at Pleasant park next Wednesday afternoon and evening are almost completed, according to Lloyd Doerfler, chairman of the athletic committee. The annual outing will get underway when two softball teams, headed by H. Donald Purdy and Fred Schlitz, clash on the park diamond. The game will be followed by a picnic supper at 6:30.

# Sell Describes Best Methods to Get Rid of Pests

## Lice Attacking Plum and Cherry Trees, County Agent Finds

Approved methods of combating worms, lice, grasshoppers and other pests that bother farmers, have been outlined by Gus A. Sell, county agricultural agent.

Cherry and plum trees in the county recently have been attacked by a plant lice, Mr. Sell said, and ordinary spraying does not affect them. The louse does not eat leaves off trees and therefore is not affected by spray. It is like a mosquito and has a stinger that penetrates the veins of the leaves where it draws the sap.

If the lice can be attacked before it rolls up in leaves nicotine sulphate or Black Leaf 40, its trade name, will kill them. The lice are like the rose bush lice that grandmother of other days used to kill by throwing soap water on the bushes. The spray must penetrate the curled leaves and cover the good leaves to be of any good.

**Canker Worm Report**  
Lead arsenate is advised as a spray for canker worms, a worm about an inch long and very thin, that that invades orchards by the thousands and eats the leaves off trees. Only the veins are left, the leaf turning brown and giving the whole tree a brown color. Some orchards in the county are almost ruined by the worm, Mr. Sell said.

Codling moth worms also are invading apple orchards, it is said, and are eating into apples. Each of the worms means a second brood later in the summer and spray now will tend to reduce the number and a great part of the second generation. The moth is early this year but plentiful.

Orchard owners in this section should begin use of the spray next week, those to the north, later. The spray recommended is two gallons of lime sulphur, two and a half pounds of lead arsenate, and 100 gallons of water. Only apple and pear trees should be sprayed. Cherry trees are to be omitted.

**Grasshopper Bait**  
Cut worms are another worm that has made its appearance and grasshoppers soon will be arriving in great numbers. The bait recommended is 25 pounds of wheat bran, one pound of white arsenic, Paris green, or sodium arsenate, one pound of salt, one quart crude molasses and enough water to form a crumbly mash.

The bran should be placed in a wash tub, poison added and mixed thoroughly. The salt should be placed in water and stirred until dissolved. Then the molasses is distributed in the liquid. The whole then is poured on the bran in the tub and mixed so that it forms a soft crumbly mash not too soggy.

For cut worms the bait should be spread along rows in the fields very lightly just before dark.

For grasshoppers the bait is best applied in the evening or early morning. If applied during the day it may dry out. Warning is given to keep from letting the mash pile up so cattle can eat it, and keeping pails, pans or tubs away from places where anything will feed out of them.

Warning also is given about placing the hands near the mouth after spreading the bait.

It is said grasshoppers will be quite heavy this year and many sections already have reported them. If grasshoppers are noticed around a field it is suggested the bait be spread on the edge of the area they have not invaded and over the area in which they are noticed.

Cost of the bait is estimated at 25 cents an acre.

# Lay Preliminary Plans For Water Works Meet

Preliminary plans for the annual convention of the Wisconsin section of the American Water Works association to be held in this city Oct. 11 and 12 are being laid, according to J. J. Plank, chairman of the Appleton water commission. Leon Smith, Madison, secretary of the Wisconsin section, was in the city last week conferring with Mr. Plank about a program for the annual conference.

# Flying Into a Temper

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# TOMORROW IS CIRCUS DAY IN APPLETON



Tomorrow may be just Tuesday to you, but to the majority of the residents of Appleton and vicinity it will be Circus Day, and thousands of lovers of the sawdust ring, the petite equestriennes, the clowns and the thousand and one other things that make up a big circus, will spend their way to the circus grounds on Badger-ave where Sam. B. Dill's circus will give two performances at 2 and 3 p. m.

There also will be an elaborate street parade at noon through the downtown streets, which will be a novelty to the younger generation since almost every other circus on the road discontinued this popular feature several years ago.

Many acts of international reputation have been added to this year's big show program. Among the most outstanding will be the Riding Crandall's, Australia's premier equestrian family; the Connors trio of sensational tight wire artists, in a slide for life, the Gordon troupe of equestrians; the Flying Chamberlains; Clara Everett and her high school horses; Capt. Glendenning's acrobatic elephants, and a host of others.

**Washable Summer Frocks \$1.69 Tuesday. See Page 49.**  
**Men's Dress Pants Tuesday only \$1.98. See Page 49.**

# CANADIAN SOO WOLF WEEK

JULY 24-30  
Nothing Ever Like it in North America

Wolf pack, "Hiawatha" in Indian, Hudson Bay Co. barbecue, wild life show, swim championship of Lake Superior, U. S. and Canadian troops, raffle for a bear, pageants, dances, "Sweet Adeline" contest, Community Night parade, etc. Bush program. R. H. Burns, Sault, Canada. Respectable Strangers Welcome!

# HOME COMFORT!

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# Public Will Pay New Federal Taxes In Sales Schemes

## Stores May Adopt Many Methods of Extracting Extra Revenue

**BY BRADLEY W. TRENT**  
(Copyright, 1932, by Cons. Press)  
New York — (CPA) — When you buy a package of chewing gum at the chain store, you will not have to pay the new government tax on it. If you buy some cigarettes, however, you may get only one instead of several books of matches, or you may even have to ask for matches. When you buy a soda or some other soft drink it probably will cost you no more than usual, but there may be less syrup in the beverage or the glass may be slightly smaller than heretofore.

These are some of the methods the chain stores plan to use in meeting the new government taxes, according to a special survey conducted by the trade magazine, Chain Store Age. Box candy presents a rather special problem, because the chains do not like to add the tax to the established price, so probably the seller will absorb this tax.

In general the drug chains plan to pass along the tax to the public, except where the price is so firmly established by custom that the tax can be passed along in all cases except on soda fountain wares, bar candy, chewing gum and 10-cent packages of toilet goods and cosmetics.

**Will Add Tax**  
Chain grocery stores will add the tax to motor oil, some candies, beverages, fountain products and matches. The tax on the latter is 1 per cent per 1,000 matches. When tobacco or cigar chain hands a book of matches, our free with a cigar or pack of cigarettes it seems of no importance, yet one large chain last year gave away 18,000,000 books of matches, costing \$39,000, on

which the present tax would be \$3,600. Generally, chain store executives feel that the government intended the tax imposed on so-called luxury goods, as a consumer's tax. The chains assert they are not in a position to assume additional expenses, because profits are too small. They realize, too, that most manufacturers cannot afford to pay the tax and maintain present price levels, so sooner or later, with possibly the exceptions noted, the ultimate consumer will have to contribute his share in helping to balance the federal budget.

Beat It, Bugs, Here Comes

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PLAIN or SPORT STYLES

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## APPLETON POST-CRESCENT



PUBLISHED DAILY EXCEPT SUNDAY, BY THE POST PUBLISHING COMPANY, APPLETON, WIS.

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VICTOR L. MINAHAN, Editor  
HORACE L. DAVIS, General Manager  
JOHN R. RIEDL, Managing Editor

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## NEW HOME EDITION

The Appleton Post-Crescent today offers its readers a pictorial and editorial description of its new home and of the new postoffice in a special 60-page New Home Edition. Preparation of this edition was actuated by the belief that the people of Appleton and vicinity are interested in detailed description of these civic enterprises, of the personnel of their staffs and "the work that is carried on in them."

Completion of the Post-Crescent building is a fruition of a long cherished hope to erect a newspaper plant that would be a credit not only to the publishing industry but also to this community. How well the publishers have succeeded in this endeavor is attested by the chorus of approval and commendation from Appleton and from editors and publishers everywhere.

If has been the purpose of the designers and the publishers to incorporate in this building every modern convenience that would make for comfort of those who occupy it and for efficiency in the publication of the newspaper. Building in a period when price were exceptionally low, it was possible to incorporate features that in more normal times might well be impossible in a city of this size. This period was selected for building because of the possibility of lower costs and also because of the opportunity to provide employment at a time when it was so much needed.

So it is with particular pride and satisfaction that the publishers of the Post-Crescent invite its friends to visit and inspect its new home tomorrow and Wednesday. They are hopeful that the visitors will find in it many things that will interest them and that a visit to the plant will offer some conception of the intricacies and of the difficulties of publishing a newspaper. The Post-Crescent exists for the service of the public and the publishers are happy for this opportunity of exhibiting its facilities for service.

## COURT DELAY

The appeal made by a speaker before the Wisconsin Bar Association for lawyers and judges to assume leadership in order to remove one of the most vicious elements in the administration of justice—delay—should not fall as lightly as a summer shower and be as lightly forgotten.

Delay is the dry-rot in the administration of justice in America today.

Wisconsin does not lead in delay. We rather guess that it would be among the first ten states in the Union for the speedy movement of its judicial machinery.

But in spite of that it is slow, fearfully, ponderously slow, unnecessarily slow.

Delay in a criminal trial means freedom for the criminal. It means the loss of witnesses by removal. It means the loss of testimony by forgetfulness. It is almost as corrupting as the purchase of immunity.

Delay in civil litigation means the success of the strong or the wealthy. It means the ruin of the humble and the lowly.

Under the prevailing system in Wisconsin perhaps three-fourths of this delay is attributable to lawyers. Certainly the situation could be improved if courts made a practice, after cases have pending a reasonable time, to bring the parties into court and find out why the cases are not disposed of.

Judges would find out funny things and parties would find out funny things too.

## A MODERN CHAMPIONSHIP

The last forty years have witnessed revolutionary changes in institutions other than those having to do with travel.

One of the saddest of these concerns the many art of self-defense which became a racket without even listing it on the New York Stock Exchange.

When Jim Corbett became the wearer of the mythical crown assigned to the heavyweight his adversary, John L. Sullivan, lay sprawled upon the floor breathing heavily and sweating in the same manner.

When Fitzsimmons presented the world with an altogether new name in sporting circles, the solar plexus blow, and which made a fictitious monarch of him, Mr. Corbett was writhing upon the mat wondering which way was home.

When it came to pass that Lanky Bob was wrecked running into a big truck called Jeffries, he too was in a prone

position seeing flashes of lightning and listening to the warble of a mocking bird. In turn Jeffries succumbed to Johnson, Johnson to Jesse Willard, and Jesse was left for dead at Toledo after the Manassa Mauler had quiet tossing him around.

The conclusion of each battle felt no question of superiority open to debate. But things have become organized since then and promoters take all the glory out of everything.

Here have Sharkey and Schmeling, the two white hopes, battled nineteen rounds in two fights without a legitimate knock-down. In the first fight Sharkey started to climb a tree and fouled so openly that Schmeling became a ring champion with his chin on the resin floor. That was a precedent or something equally as bad. In the last battle Sharkey tried no diodes, received a black eye and split about as much blood as a gum chewer does when he misses his cud. Either was fit for a ballroom immediately after the fight without enough bruises to attract attention.

If they are matched again the promoters should extend themselves in order to set a new record, that is fight a championship battle without a scratch, an angry word nor so much as a growl.

## THE ANCIENT EVIL

A good man has sent us a clipping from a good paper concerning the bad subjects of prohibition with the admonition to "read several times." We have read it several times, not willing to keep out any light, although once was enough.

"Those who want to repeal prohibition cannot agree as to what they wish to put in its place. Almost everything has already been tried and has failed to work."

It starts:

We can readily agree on what to put in its place because there is one and only one thing to put in its place.

We would permit the people of each state, each generation of them as they "march down the long Corridors of Time" and into the setting sun to suit themselves.

Likewise we agree that almost everything has been tried and failed to work satisfactorily. So has everything been tried in the realm of taxation without suiting the people. So have a great many plans and theories been tried in relation to public utilities, the court, capital and labor, and practically every other subject effecting human relations. Yet we have not shackled future generations with our own theories in respect to these subjects but left them free, as we should have left ourselves free, to alter these laws in keeping with the will of the people and as changing conditions in the world suggest the propriety or the desirability of modifying them.

It is all right to aim at perfection but it is a little unreasonable to expect it in any matter, and least of all, concerning alcohol. Truly everything tried "has failed to work" to perfection and the last thing tried has most signally failed of all.

But there are things at which we might aim. And there are things concerning which we do not throw hope to the winds.

We aim some day to make America as law-abiding as England. What England can do of a worth while nature why cannot we do?

We aim some day to make the American people as moderate handlers of intoxicants as the French. What France can do of a worth while nature why cannot we do?

In order to accomplish that we must quit Simon Legree tactics. The cat-o-nine-tails won't do. The last 14 years have verified that fact.

We will get the most, we think, by treating liquor as Nicholas Murray Butler suggests, not as an emotional problem but as a problem of government.

And as surely as the Ten Commandments constitutes the "Rock of Ages of Civilization," the Bill of Rights constitutes the salvation of America, in the matter of prohibition as well as other questions. "A frequent recurrence to fundamental principles" is seldom as attractive as soaring in the skies with gulls and humming birds. It isn't soaring at all. It is keeping feet on the ground.

And the fundamental principles of each state in our Union deciding its problems to suit its own people will come the closest in the present and future, as long experience in the past has demonstrated, to obtaining that aim and goal of all government, the most that may be found in an orderly life for the people.

We have a resolute faith that the people of Wisconsin, if disentangled from the octopus arms of the Eighteenth Amendment, would greatly improve prevailing conditions. Can anyone possibly devise a worse system than what we have?

## Opinions Of Others

## THE HUMAN WASHINGTON

Over the fireplace on the second floor of France's Tavern in little old New York, the Sons of the American Revolution have enshrined an excerpt from the diary of Col. Benjamin Tallmadge preserving to posterity the record of the intimate scene when General George Washington said goodbye to his officers. "Such a scene of sorrow and weeping," Colonel Tallmadge wrote, "I have never before witnessed and I hope I may never be called upon to witness again." Not a word was uttered. Silence was intense. A brief rest had been enjoyed. The General lifted his glass of wine as a toast to his officers and, under the stress of great emotion, said, "I cannot come to each of you, but shall feel obliged if each of you will come and take me by the hand." So they came, the faithful officers and friends, mindful of his great achievements, personal sacrifices and purity of purpose, and took him by the hand in fond farewell.

A giant physically, intellectually and morally, George Washington towered head and shoulders above his fellows in christian virtues. May the leaders of our generation emulate his fine example of self-sacrificing zeal and devotion to the public interests.—Editor & Publisher.



## Advice to You Who Visit the New Post-Crescent Building

(and such good advice, too, tak, tak)

1. The Post-Crescent is the building on the other corner from the one you'll probably stop at. The Post-Office is going to be open, too, but don't expect to see any newspapers being published there. (The Post Office has the luxurious front lawn. The Post-Crescent has used up all the space for a sidewalk.)

2. The material on the walls is honest-to-gosh wood. Please don't call it composition. Also, no initial carving. The management is funny that way.

3. The flowers about the place were sent to the Post-Crescent by various friends. Personally, we don't advise taking them for souvenirs.

4. As far as we know, no cigars will be given out, but there will be plenty of swell smokes (cigarette butts to YOU) in the editorial department.

5. That steel door beneath the clock on the first floor guards the entrance to the vault. If you can get in THERE for souvenirs, you're a helluvalot smarter than we are.

6. Those big typewriters in the composing room are really linotype machines which set the lines of type you're reading right now. Please don't ask anybody to explain how they work. There are umpteen thousand parts in them and the man who invented 'em went crazy.

7. The glass-enclosed room at the east end of the editorial department is NOT a padded cell where they keep Jonah. But it's padded.

8. The railings on the front stairway are smooth and all that, but they're too close to the wall to permit good sliding. The back stairs have better sliding rails, but look out that you don't end up at the bottom and take a ride through the press. The press will do just that to you. And very, very flat-like, too.

9. The radio was really just put there to entertain the guests. The Staff is supposed to be working most of the time otherwise. We can't always be listening to ball games—and just TRY write a column with music going.

10. Don't ask to see Jonah. The officials keep him locked up in the pent-house and let him out only under the cover of darkness.

Jonah-the-coroner

## Just Folks

By Edgar A. Guest

## FLOWER COURAGE

The little garden plot I tread  
To music of the rustling leaves  
At evening, as the sky grows red  
My coming with delight receives.  
The sad and weary world of doubt  
By climbing roses is shut out.

The pretty, little blossoms there  
Assail me with no grievous word  
Of burdens difficult to bear.  
Near-by there is a singing bird  
Exultant that he lives to be  
The happy tenant of a tree.

So still and calm the scene appears  
The peonies have no woes to tell.  
No rose remembers happier years  
And on its losses loves to dwell.  
And yet somehow I seem to feel  
Plants suffer hurts they could reveal.

The tenderest little bloom I own  
Has braved the cruel winds and cold;  
Has had to make its way alone  
Against destroying foes and mold.  
Yet nothing in my little yard  
Like man cries out that life is hard.  
(Copyright, 1932, Edgar A. Guest)

## Looking Backward

TWENTY-FIVE YEARS AGO

Monday, July 1, 1907

The Rev. F. T. Rouse of the Congregational church tendered his resignation as pastor of the church the previous morning and action on it was to be taken at a church meeting the following Wednesday.

Marriage licenses were issued the preceding Saturday to Hector Hays and Anna Dahlgren; Arthur Peters and Fried Neuenfeldt, all of Appleton.

The marriage of Miss Mamie Connell, Shiocton, to Bert G. Curtis, Appleton, took place at 7:30 the previous Saturday evening, Justice Fred Heinemann performing the ceremony.

Mr. and Mrs. Charles Vinal and Mr. and Mrs. John Goodland, Jr., were among the Appleton people who took a trip up the Wolf river the previous Sunday.

Russell Pratt, who had been spending the previous week at the home of Mr. and Mrs. George C. Sherman, Lawe-st, had returned to his home in Chicago.

The Misses Muriel McMullen, Irma Erb, Florence Ross, and Dorothy Galpin, who had been spending the past week with friends at Fond du Lac, returned to their home in Appleton the previous Saturday night.

Keyes McCurdy and William Daly, who had been spending a week at the home of T. A. Willy, had returned to their homes in Madison.

TEN YEARS AGO

Monday, June 26, 1922

Nomination of William H. Zuehlke as postmaster at Appleton was confirmed by the senate the previous Saturday afternoon, according to information received Sunday morning by Mr. Zuehlke.

Mrs. L. M. Schindler and daughter, Helen Belle, had returned from Milwaukee where they spent the previous week with friends and relatives.

Miss Verona Elmer left the preceding Sunday for Menomonee where she was to take the summer course at Stout Institute.

Miss Viola Meyer had gone to Madison to attend the summer sessions of the University of Wisconsin.

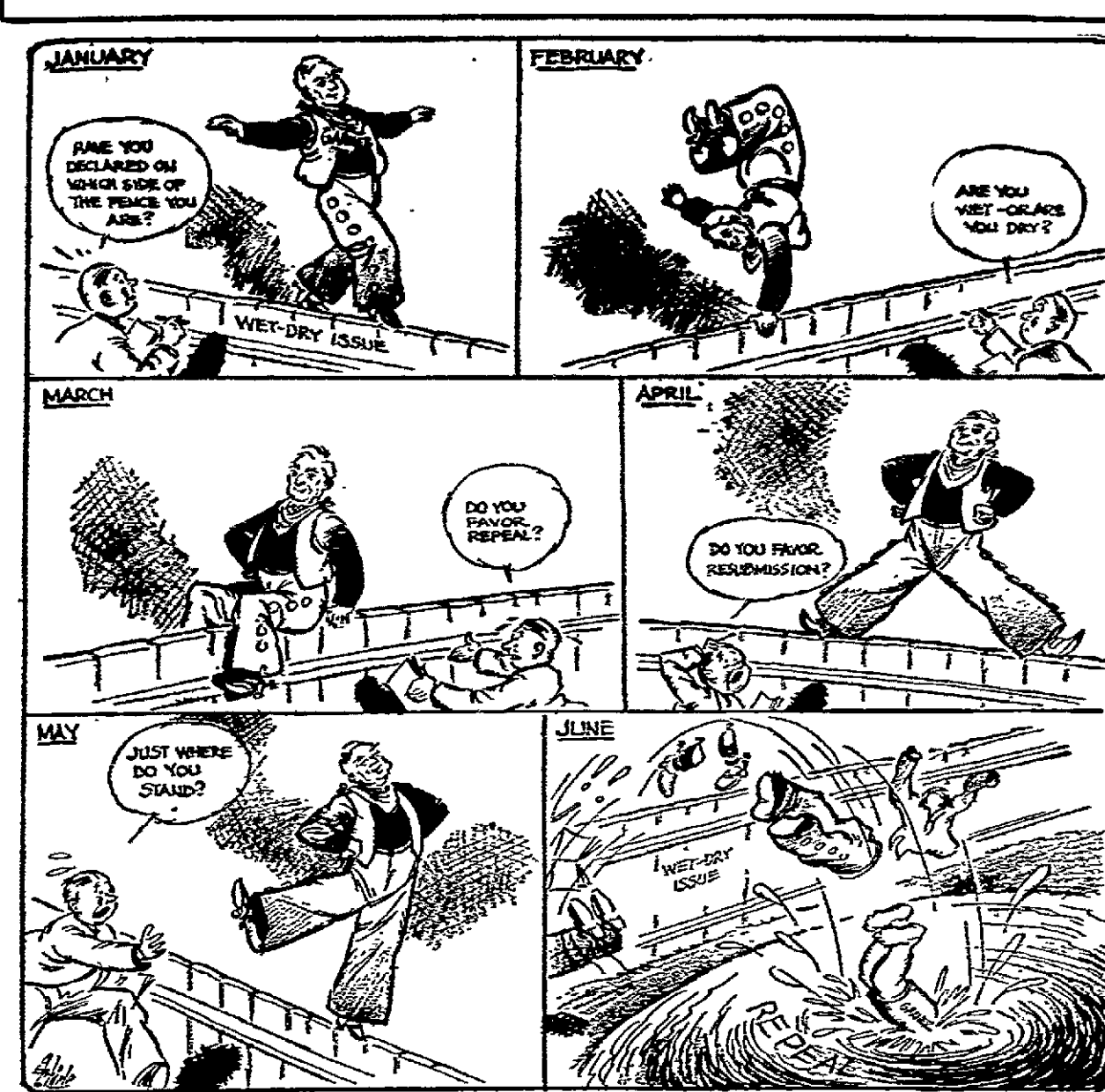
A son was born the previous Saturday to Mr. and Mrs. John Lanser, 1081 Gilmore-st.

A son was born the preceding Friday to Mr. and Mrs. Howard Heinritz, 748 Second-ave.

A daughter was born the previous Saturday to Mr. and Mrs. Roland Fitz, 473 Hancock-st.

Miss Nellie Tift, a teacher in the public schools at Bend, Ore., was spending her vacation with her parents, Mr. and Mrs. C. B. Tift, 625 Morrison-st.

## THE OLD SWIMMIN' HOLE WINS!



## Personal Health Talks

BY WILLIAM BRADY, M. D.  
Noted Physician and Author

## TRAILING THE "TOXIN"

## TO ITS LIAR

Sooner or later in expounding any illness or impairment of health, the neoteric healer arrives at the underlying cause, poisons in the system, and his cure is so plausible that even the dumbest customer—and only the dumbest—accepts it. Just eliminate the poisons and you're as good as cured—nature will attend to the restoration of your original good health. Nature can do everything—except dispose of these nasty poisons that somehow clutter up your system if you neglect to eat the things the neoteric healer deems fit to eat.

Sometimes the old hokum becomes a bit tiresome and the neoteric doctor varies it by ascribing everything to toxins instead of poisons. Even the charlatans who profess to rid the germ theory are fond of telling their customers how to get rid of "toxins," which is pure mount to saying the germs have nothing to do with illness but you must dispose of the poisons produced by the germs if you wish to get well. The quacks are naively unaware of it, but toxins simply can't happen unless germs produce them.

From away back in the days when physic physicked the laity has cherished a settled conviction that health, life, liberty and the pursuit of happiness all depend upon free and regular action of the bowels. Old time physicians did nothing to correct this obsession. Modern quacks are desperately striving to keep it alive, for it is on this ground they must make their last stand.

For years I have been doggedly maintaining that nothing is or can be absorbed thru the unbroken skin. Many a ponderous professor or evanescent authority has furiously disputed my teaching, but no one has proved by actual experiment or test that the skin will absorb anything.

Now I venture to make another arbitrary assertion, on the ground of much study and observation, and again I challenge the old timers to dispute it if they can. So far as human health is concerned nothing harmful is ever absorbed from the bowel into the blood, no "poisoning" of the system, no "autointoxication" ever occurs in that way.

Tom, Dick and Harry may as well be warned right here that I have no intention of arguing with them about their morbid little notions, nor does my denial of the "autointoxication" fancy imply that I will tell you what ails you, then, if it isn't that. I have no time for such idle speculation. If anybody is to refute my assertion he must do it with facts, not questions.

There may be some physicians of standing who still ply patients with high priced nostrums purporting to remedy "autointoxication." It is my observation and belief that no remedy or treatment or diet or bowel wash or what have you that purports to diminish or stop absorption of "toxic waste" or "products of putrefaction" from the bowel is worth using. I am firmly convinced that the only kind of "autointoxication" that can possibly account for ill health or even temporary indisposition is low metabolism, slowing of the internal combustion process, under-oxidation of the body.

The best remedy for this is a speeding up of metabolism, in whatever way that may be brought about.

## QUESTIONS AND ANSWERS

## We Have No Data on Costs

I am a victim of (a common functional deficiency). Please tell me what hospital or other place to go for treatment, as I am not in a position to pay a doctor. (J. S. K.) Answer—I am unable to give such information. Nor can I inform correspondents how much any treatment will cost.

## Sweating Hands

Is there anything one can apply to prevent excessive sweating of the hands? In my occupation this is a great handicap. (B. F. W.)

Answer—Rub into the palms every night for a week or ten days

a pea-size portion of the following ointment:

Standard solution of formaldehyde ..... 1 dram  
Menthol ..... 2 grains  
Lanolin ..... 1 ounce  
Petrolatum, to make the whole measure ..... 1 ounce  
This should be dispensed in a collapsible tube.

**Children Need Sleep**  
How many hours sleep should a girl 11 year old have? (Mrs. C. F.) Answer—Not less than 10 1/2 hours every night. A little more in winter, a little less in summer.

**Twins Are Fertile**  
Ben Told one of twin girls can never bear children. (C. A.) Answer—That is just one of those superstitions. A few years ago I referred to it in this column and promptly heard from several sets of twin girls who have proved the superstition is unfounded.

**None of the Patient's Business**  
I am going to have an operation for..... Which anesthetic should I take? (Miss R. H.)

Answer—Don't bother your head about that. The doctor will decide which is best for you when the time comes.  
(Copyright John F. Dille Co.)

Dr. Brady will answer all signed letters pertaining to health. Writers' names are never printed. Only inquiries of general interest will be answered by mail if written in ink and stamped, self-addressed envelope is enclosed. Requests for diagnosis or treatment of individual cases cannot be considered. Address Dr. William Brady, in care of this paper.

## The Tynymites

By Hal Cochran

THE fake giraffe gave all the bunch a laugh and Duncy had a hunch that they could have a lot of fun if more fake heads were found.

Said he, "Let's to the clown tent. Somebody there is bound to know if there are any heads that we can play with, hanging 'round.'"

"That's not a bad idea, son! And we are always in for fun. You lead the way. We'll follow and I hope that we have luck."

"I've seen false faces that were great and I, for one, won't hesitate to try one on. I only hope that my head won't get stuck."

So Duncy led them to the tent and right inside they promptly went. A friendly clown was half asleep. They 'roused him very quick.

One told him what they planned to do. Said he, "That's fine! I'll help you too. I have a couple false heads that I'm sure you'll think are slick."

One of them was a pussy cat. One tiny said, "Gee! I like that. Please let me put it on my head. I'll bet you all will smile."

"I'd like to walk around in it and act real funny for a bit. I'll promise that I'll let the others try it after while."

"Go right ahead," the fat clown said. "Just slip it on your little head." The tiny did and my but he was funny as could be.

Another head was then brought out. It made the Tynies laugh and shout. Said Windy, "That's the strangest one I ever hope to see."

"It's an old lady," someone cried. "I'm going to stick my head inside and give you all another chance to laugh until you ache."

Then, as his wee head slid right in, the kind old clown began to grin. Said he, "It is a fine fit and a funny sight you make."

(Copyright, 1932 NEA Service Inc.)

(The Tynies watch a funny race in the next story.)

## A Bystander In Washington

BY HERBERT PLUMMER

Chicago — It could hardly be expected that Senator Dickinson of Iowa, in sounding the keynote speech at the republication national convention would overlook anything that might bring discomfort to the democrats.

That's what a keynote speech is supposed to do. If the opposition has a skeleton in the closet or a particularly raw nerve, bring 'em out and give 'em everything you've got.

That's what he was aiming at when he got around to the subject of the tariff in his speech. Even the most obscure alternate to a republican convention knows that for the past two years the democrats have had a holiday in their condemnation of his party for putting through the Hawley-Smoot tariff bill.

Now it so happens that when the democrats meet in Chicago on the 27th of this month, the two men prominently mentioned as keynoters and permanent chairman of the convention are Senator Barkley of Kentucky and Senator Walsh of Montana.

**The Republican View**  
These two senators were among those who, when the revenue bill to balance the budget was before the senate, cast their votes to place tariffs on three or four commodities, and they did it over the protest of some of their more orthodox brethren, who still cling to the traditional democratic view that all tariffs are an abomination.

Dickinson referred to them in this manner:

"... It is an illustration of the avidity with which the democrats pursue high tariff rates.... For two years they have chanted their hymns of hate.... The guy wire which has supported the tariff bogey the democrats have so laboriously constructed has been cut...."

"But if gossip in democratic quarters around Chicago means anything, there may be an escape from these charges—that is politically—for the democrats when they come to frame their platform."

Under democratic leadership a tariff bill of their own making was framed and passed at the present session of congress. But when it journeyed up the White House it met a swift and sharp veto at the hands of President Hoover.

**A Solution**  
Why not, the democrats are asking themselves, put into the party's platform as the tariff plank this bill that we passed?

"If the democrats voted for it, including Senators Barkley and Walsh, who will be in the limelight at convention time. It looks like a splendid 'out' on what might prove to be an embarrassing situation."

If such a move were made, a clear issue on the subject presumably would be drawn between the two parties. And at the same time discords would vanish.

This idea is reported to be favored by such prominent democrats as Harrison of Mississippi and Hull of Tennessee.

## Seen And Heard In New York

BY WILLIAM GAINES

New York—If you are a pianist or a music lover, perhaps you know that delightful composition, "Lullaby for the Right Hand Only," composed by Madame Lolita Cabrera Gainsborg.

She, you may know, is a Bolivian, and has been called the most accomplished of the Latin-American pianists.

Madame happens to be a friend of mine, and I expressed my curiosity about how this bit of one-handed artistry came into being. She told me about it.

She has a son, Tommy, and when Tommy was a baby, Madame Gainsborg was so particular about his care that she wouldn't even leave him to the nurse when she could avoid it. Naturally, she interfered with her music.

Sometimes she would sit at her piano, holding Tommy in her left arm, and play the treble of some of her favorite compositions with her right hand.

One day, fingering the keys in this manner, she began improvising, and "Lullaby for the Right Hand Only" was conceived. She wrote it down, it was published, and today it graces her concert programs and the programs of many other pianists.

I once sub-leased the madame's studio apartment, a small but very Square. In the one relatively spacious room she kept one of her two highly prized and perfectly huge grand pianos. Part of the wall around a window had to be knocked out to get the instrument inside.

That piano fertilized premature gray hairs for me; not so much because it always seems to be all over the place, so that one was always conscious of having to go around it, but because party guests, as the evening wears on, have a way of putting their glasses down on anything handy—and that piano, believe me, was always all too handy.

Fred Stone is an End

From Galveston, Tex., comes a clipping about the Galveston Rugby, a football team which grabbed off several championships in the nineties, when the game was not at all the pink-tea affair it will be next season.

The caption to the four-column cut calls attention to one Fred Stone, as he appeared in the jersey and laced vest that were in style on the gridiron those days. The story informs us:

"Fred Stone, the well-known Broadway actor, was a member of the team. He played in minstrel shows in Galveston between 1890 and 1900 and was a star on the Rugby football team." His position was end.

At that time, Galveston was a great sporting town. A young black-anamor named Jack Johnson, we are told, "was merely a punching bag for the boys in those days." He was a stevedore on the docks, little dreaming of a world's ring title.

**Slow Motion Pictures**  
Louis Gasnier, the movie director, has gone to France—his second trip back to his native land since he came to America 22 years ago. Gasnier's company ordered him from Hollywood to the Joinville studio, near Paris, to complete a production started by Louis Mercanton, French director, who died recently of a heart attack.

## Today's Anniversary

## LENERT'S CAPTURE

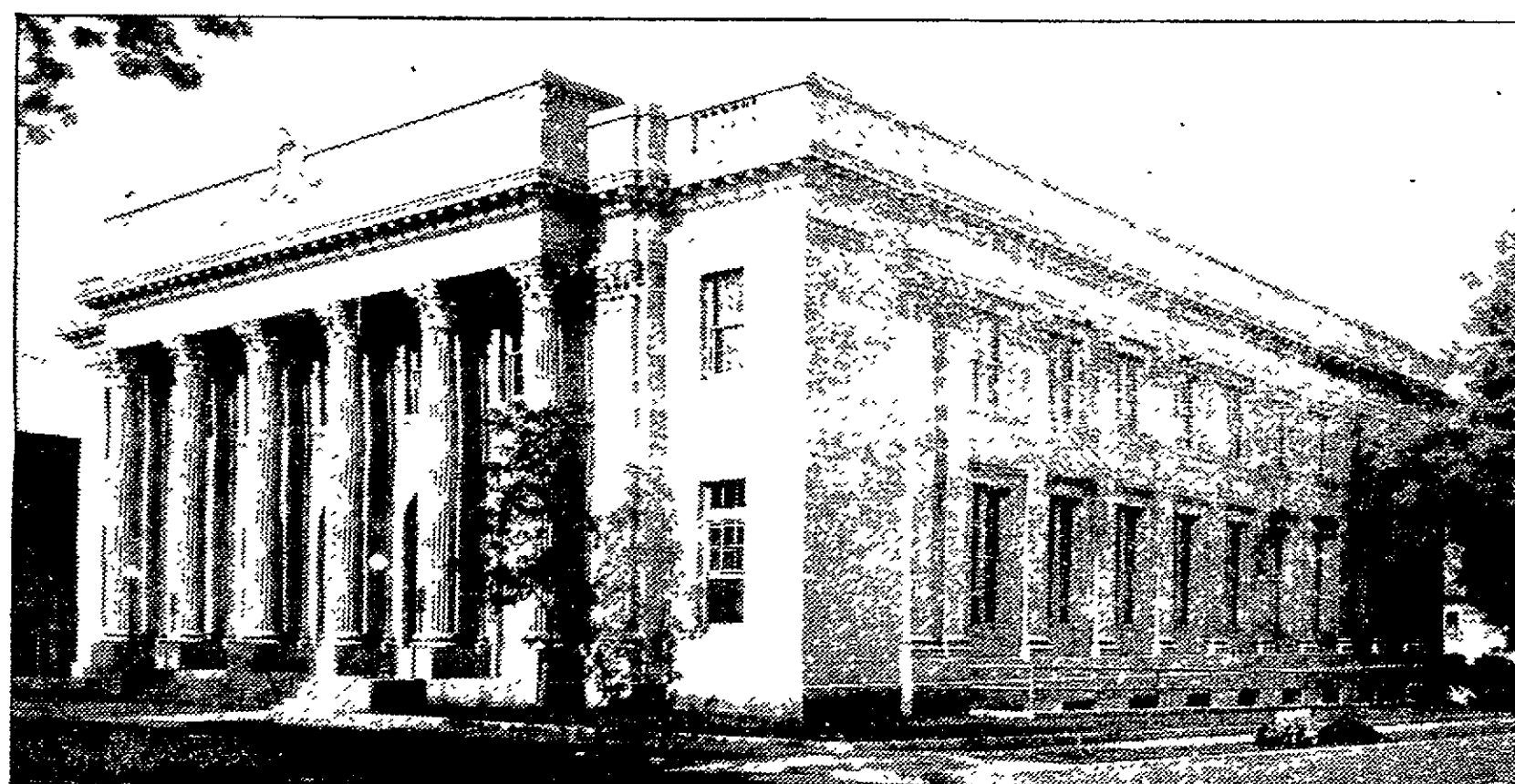




# SUPERIOR STREET

*the new center of Appleton's business district*

FURNITURE . . . . CLOTHING  
HOUSEHOLD NEEDS . . . . .  
AUTOMOTIVE . . . . PUBLIC  
UTILITIES . . . . . PUBLISH-  
ING . . . . . LUMBER AND  
FUEL . . . . . ELECTRICAL  
SUPPLIES AND SERVICE . . . .  
FUNERAL HOMES . . . . FED-  
ERAL HEADQUARTERS . . . .  
ICE MANUFACTURING . . . .  
WALL PAPER AND PAINTS .



Before your eyes, yet almost unnoticed, Superior Street has come into its own. Where once was a quiet side-street, now has developed a major business thoroughfare. A great majority of recent building and remodeling in the city has been carried out along Appleton's new business center. Take, for example, the George Walsh Co. Building, the remodelled August Brandt Building, the remodelled Hoh Furniture store and chapel, the Insurance Building and Montgomery Ward Co. Store, the enlarged Wisconsin Telephone Company, the new Wichmann Funeral Home, the new Lutz Ice Manufacturing Plant and, finally, Appleton's two newest and most notable acquisitions — the new Post-Crescent Building and the new Post Office.

Along one single street, in a comparatively short time, has all this been brought about. We suggest that you make use of the advantages which Superior Street has to offer. Watch Superior Street in the future!

## the Names Which Have "Opened Up" Superior Street

Arft-Killoren Electric Company  
George Walsh Co.  
Montgomery Ward and Company  
August Brandt Company Building  
Hoh Furniture Company  
Appleton Post Office  
Wisconsin Telephone Company  
Wm. Nehls Wallpaper and Paints  
Appleton Post-Crescent  
Hettinger Lumber Company  
Lutz Ice Company



# Set Dates Of Retreat For Women

THE twelfth annual retreat for women of the Green Bay diocese held under the auspices of the Missionary Association of Catholic Women, will take place from July 11 to 15 at St. Norbert college, West De Pere. The retreat will be conducted by the Rev. A. F. Gearhard, spiritual director of the association.

The annual convention of the Green Bay Diocesan Branch of the association will be held July 15, beginning at 9 o'clock in the morning. Dinner will be served to the delegates and visitors at the academy. Reservations for the retreat should be made to Mrs. George Botkoff, 512 Doty-st, Green Bay.

An impromptu program was given at the meeting of Baptist Young People's Union of First Baptist church Sunday night at the church. Eighteen members were present and the Rev. Ernest Hasselblad had charge of the devotional.

Philip Johnson gave "Father Abraham" by Irving Batcher, and "Seven Portraits of the French Renaissance and French Revolution," Royal Gooding reviewed "The Betrothed" by Benvenuto Cellini, and the Rev. Mr. Hasselblad discussed "Death Takes a Holiday" and "The Fruit of the Family Tree" by Albert Wiggam.

Philip Ottman gave "The Marks of an Educated Man" by Albert Wiggam, and Robert Eads talked on "God in the Slums" by Redwood. Miss Eleanor Weeks reviewed "The Romance of Leonardo da Vinci" and "The Story of San Michele."

A picnic at Camp Chicagami, Boy Scout camp, was held by the Young Ladies' sodality of St. Joseph church Sunday afternoon, about 100 persons attending. A picnic lunch was served, the sodality providing the ice cream and pop, and a treasure hunt and swimming took place in the afternoon.

About 100 girls received Communion and attended the breakfast Sunday morning. This was the last regular breakfast meeting for the summer. During July and August, the members will receive Communion at the 6:45 mass.

Twenty-four persons attended the birthday tea given by Women's Missionary society of First Reformed church Saturday afternoon at the church. Miss Eva Engel and Mrs. E. F. Franz were in charge of the social, and Miss Louise Kippenhan and Mrs. John Pitt had charge of the program.

The program included a piano selection by the Rev. E. F. Franz and Miss Lorene Franz, violin solos by Alfred Ventur, and readings by Merlin Pitt.

Richard Van Wyk, Charles Pardee, D. C. Taylor, and J. J. Hauert, members of Appleton Encampment of Odd Fellows, attended a rally of lodges from the surrounding cities Saturday night at Seymour. Second degree work was put on by

# Miss Barnstein is New President of Christian Endeavor

Miss Lydia Barnstein, Manitowish, was elected state president of Christian Endeavor at the annual convention which was held Friday, Saturday, and Sunday in Green Bay. She succeeds Eric L. Madison, Appleton. Other officers include David Bogue, Portage; and John Hoffman, Milwaukee, vice president; Miss Eleanor McKee, Green Bay, secretary; and Miss Merle Long, Oshkosh, treasurer.

Discussion of the international Christian Endeavor convention which will be held next year in Milwaukee took place, and general plans were made for the event.

Principal speakers at the three-day session included Carlton M. Sherwood, international secretary; Dr. W. A. Gaffney, president of Carroll college; and Dr. Norman E. Richardson, professor of religious education of Presbyterian Theological Seminary of Chicago.

Representatives of the Christian Endeavor society of Memorial Presbyterian church were the Misses Doris Everson, Beatrice Meyer, Helen Stark, Helen and Constance Garrison, and John Leason. Miss Ruth Meyer and Miss Helen Meyer, of First Reformed church, attended all of the sessions.

The Rev. and Mrs. E. F. Franz and daughter, Irene, were present Friday afternoon, and Gerald Franz and John Boren attended Saturday evening. William Blum was the only representative of Emanuel Evangelical church.

Merlie Damerau, Lawrence Grad, Weds Kansas Man

Miss Merlie Margaret Damerau, daughter of Mr. and Mrs. H. Damerau, Brandon, and Earl G. Johnson, Urbana, Ill., son of Mr. and Mrs. A. E. Johnson, Manitowish, Kan., were married recently at the home of the bride's parents. Mrs. Johnson, a graduate of Lawrence college, took her degree in library work at the University of Illinois. She is a member of Kappa Delta sorority.

Mr. Johnson, a graduate of the University of Nebraska, is a member of Acacia and Gamma Alpha fraternities. He is an agricultural engineer in the college of agriculture at the University of Illinois.

The two Rivers team. Several grand officers were present.

Mrs. A. H. Wickesberg will entertain the music circle of the Congregational church at a picnic luncheon Tuesday at her summer home on Lake Winnebago. The members will leave Appleton about 10:30 in the morning.

A meeting of Christian Mothers' society of St. Therese church will be held at 7:30 Tuesday night at the parish hall. Officers will be in charge of the social.

The members received their monthly Communion at the 7:30 Mass Sunday morning.

The communion service of Memorial Presbyterian church scheduled for Sunday, July 3, has been postponed for a week. It will be held July 10.

# Parties

Mr. and Mrs. Robert Witt, 805 N. State-st, entertained Sunday at their home in honor of their daughter, Lois, who was confirmed at Mount Olive Lutheran church. The following were guests: Mrs. Mary Kellner, Chicago; Mr. and Mrs. Ernest Knapp and daughter, Myrna, Clintonville; Mr. and Mrs. Walter Scheid and children, Navarino; Mr. and Mrs. John Witt; Mr. and Mrs. Roy Walker and son, Russell; Mr. and Mrs. Walter Genske, Mrs. A. Hanus, Mrs. W. Regner and son, George, the Misses Delda Timmers, Lillian Regner, Peggy Ries and Celi Schmidt all of Appleton.

A number of friends surprised Mr. and Mrs. August Henke, 1473 W. Prospect-ave, Sunday evening in honor of their fourteenth wedding anniversary. Cards provided entertainment. Those present were Mr. and Mrs. Emil Goerl and son, Eugene, Roselawn; Mr. and Mrs. John Henke and daughter, Rita, Julius Klitzke, Mr. and Mrs. Gust Henke and family, Center; Mr. and Mrs. Henry Goerl and family, Mr. and Mrs. Herman Goerl, Mr. and Mrs. Henry Henke, Appleton.

Thirty-five friends and relatives surprised Mr. and Mrs. Herman Schabo at their home on route 5, Appleton Sunday evening, the occasion being their twentieth wedding anniversary. Dice and cards furnished entertainment. Prizes at cards went to Walter Narch, Sr., Arnold Schmidt and Martin Jachow, and in dice to Mrs. Herman Schabo, Mrs. Louis Rehfeldt and Gerald Rehfeldt.

Christian Mothers' society of St. Therese church will sponsor a card party at 2:30 Tuesday afternoon at the parish hall. Schafkopf, bridge, and dice will be played. Mrs. Dymon Bachman and Mrs. Joseph Belin will be in charge.

One hundred forty-eight persons attended the dinner dance at North Shore Country club Saturday night. Music was provided by an Appleton orchestra. Several of the members entertained at private parties.

# Miss Bishop and Robert Mueller Wed at Kingston

Miss Beata Bishop, 316 W. Commercial-st daughter of Mr. and Mrs. William Bishop, Kingston, and Robert E. Mueller, son of Mr. and Mrs. Edward Mueller, 60 Belleaire-st, were married at 2 o'clock Monday afternoon at the Lutheran church at Kingston. The Reverend T. Reddin performed the ceremony. Miss Lottie Bishop, Kingston, was bridesmaid, and Norman Zanzig, Iron River, Mich., acted as best man. After a short wedding trip, Mr. and Mrs. Mueller will make their home at 1045 E. North-st. The bride was a clerk with the Aid Association for Lutherans, and the bridegroom will be manager of the Mueller department store which will open in Appleton soon.

Appleton people who attended the wedding include Mr. and Mrs. Edward Mueller and Mr. and Mrs. William Mueller.

# State Convention Of Eagles Closes Saturday at Madison

The state convention of Eagles, which was in session since last Wednesday at Madison, came to a close Saturday. A number of Appleton people were present for one or all of the sessions. Frank Huntz, Howard Crosby, A. G. Koch, Oscar Kunitz, Judge P. V. Heinemann, and Oscar Schmiede were the representatives from the men's aerie, and Mrs. Luella Freiberg, Mrs. Lillie Albrecht, Mrs. Helen Schavet, Mrs. Andrew Schiltz, and Mrs. Oscar Kunitz were present from the Ladies' Auxiliary.

The drum corps and marching club of Appleton aerie went down for Saturday and took part in the competitions.

Wausau was chosen as the convention city for next year. The program for the convention included business sessions, a boat ride and barbecue, a tea for delegates' ladies, degree work, and dancing in the evening.

# Kaukauna Girl Is Married to Appleton Lawyer

The marriage of Miss Josephine K. Ludke, daughter of Mr. and Mrs. Albert Ludke, 702 Wisconsin-ave, Kaukauna, and Edgar E. Becker, Y. M. C. A., son of Mr. and Mrs. Adam Becker, Elkhart Lake, took place at 8 o'clock Monday morning at the Catholic church at Birnamwood. The Rev. Frank Melchoir, a relative of the bride, performed the ceremony. Miss Hermine Becker, Milwaukee, was bridesmaid, and Edward Ludke, Kaukauna, was best man. A wedding breakfast was served to the wedding party at the parsonage after the ceremony.

Mr. and Mrs. Becker left on a 3 weeks' trip to Florida, and on their return will reside at 9:30 W. Prospect-ave.

Mr. Becker is a graduate of the law school of the University of Wisconsin and is associated with the firm of Benton, Bossert, and Tuttrup.

# Silver Wedding Is Celebrated by Appleton Couple

Mr. and Mrs. Herman Harnas, 506 N. Division-st, celebrated their silver wedding anniversary Sunday at their home. Fifty guests, relatives and friends attended the Sunday dinner and supper in their honor.

Mr. and Mrs. Harnas were married 25 years ago in the town of Gibson, near Manitowish. They came directly to Appleton where they have since resided. They have two daughters, Hilda and Esther, both of whom live at home.

# Pastors to Speak At Anniversary

The Rev. G. H. Blum and the Rev. Phillip Schneider, Appleton, will be the speakers at the celebration in honor of the fiftieth anniversary of the ordination of the Rev. C. Schlueter at Reedsville next Sunday afternoon. The Evangelical congregations of Two Rivers, Reedsville, and Morrison will participate in the celebration.

# Amelia Earhart Honored At White House Dinner

BY DOROTHEA J. LEWIS  
(Post-Crescent's Washington Society Editor)

Washington—Aviation, which has presented the National Capital with so many lions lately, introduced a lady lion last week and the introduction was the event of the week.

Amelia Earhart, a true Feminist would probably not be called "lioness," the awkward feminine form, and quite rightly too, for her feat was the surpassing in speed of men's feats.

Following a White House dinner Tuesday evening, Miss Earhart was presented with a gold medal of the National Geographical society. Rep. and Mrs. John M. Nelson of Madison were members of the large and enthusiastic audience which witnessed the presentation (by President Hoover) and heard Miss Earhart's modest and interesting account of her flight.

The little daughter born to Mr. and Mrs. Thomas Patton Cheeseborough here on June 7, will be named Alice Connelly Cheeseborough for her paternal grandmother.

On the maternal side, young Alice is the granddaughter of Mr. and Mrs. Joseph E. Davies, formerly of Madison.

Mr. and Mrs. Cheeseborough will leave for Asheville on July 1. Mr. and Mrs. Davies and their youngest daughter, Emilen, will attend the Democratic convention in Chicago and Mr. and Mrs. Davies will spend the month of July in Wisconsin. Miss Davies will go west from Chicago to visit in Wyoming and California.

Miss Rachel Davies summer plans are not yet complete.

Dr. and Mrs. Charles Marsh, formerly of Green Bay, will not take any extended vacation this year, word comes from Williamsburg, Va., since Dr. Marsh is teaching in summer school of the University of William and Mary.

A wedding of considerable interest to Wisconsin took place Saturday, June 23, when Miss Rea Ragatz of Washington and Roy T. Ragatz of Madison were married at the Kenwood Country club in near-by Kenwood, Maryland. Miss Ragatz's only attendant was her small cousin, Miss Mollie Rea Howard.

# HOSE Full Fashioned CHIFFON First Quality 49c SHIRLEY'S 310 W. College Ave.

# WASH FROCKS Eyelet, Linen, Pique \$1.95 United Cloak Shop 125 W. College Ave.

# Stuart Jr. and Regan, will leave for camp Luray, Va., on July 1.

Dr. Stanley K. Hornbeck, chief of the division of Far Eastern Affairs of the Department of State, received another honorary degree recently when the University of Colorado gave him an honorary doctorate of laws. Dr. Hornbeck, who taught at the University of Wisconsin, is spending the remainder of June in the Colorado mountains.


The Women's National Press club which numbers several Badgers among its members, entertained a most interesting company at luncheon last Tuesday. Guests of honor were seven members of the Society of Women Geographers who came to Washington as escort for Amelia Earhart. They are Blair Niles, Della Akley, Marjorie Trumbull, Gertrude Matthews Shelby, Grace E. Barstow Murphy, Gertrude Emerson and Lucille Sinclair Douglas, all women of brilliant achievement.

Other guests of the club included Mrs. "Dolly" Gann, Mrs. William N. Doak, wife of the Secretary of La-

# Guest Day Program Tuesday for Women At Riverview Links

Guest day will be observed for ladies' day at Riverview Country club Tuesday. Golf will be played either in the morning or afternoon, whenever the players prefer, and a luncheon will be served at 12:30. A mystery prize will be awarded for the tournament.


Mrs. J. L. Jacquot and Mrs. R. E. Wolter will be in charge of event for the day. Women who do not care to play golf will be entertained at bridge.



## The Shop Window

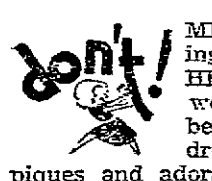
By PEGGY POST

Hip, hooray and three cheers thrown in... the circus is coming to town and the fourth of July is on Monday... both of which makes this poor heart palpitate with excitement. Because the only thing better than a splangled parade is a holiday on Monday which means a long healthy weekend.



## LAKEWARD bound?

Then you'll find PETTIBONE'S children's department a haven for washable ideas for vacationing! The playthings that are sponsored on ritzy beaches will be found here for youngsters from three to eighteen, all the kind that look grand but wash and wash. Two piece linens, fine broadcloth, the fashionable rough seersucker, while some have a jaunty nautical air about them with horizontally striped jersey tops. Shorts that look like convenient short skirts and are being worn for tennis, playtime and beach wear. Every color imaginable from a dark woody green to the brightness of scarlet peppermint stripes. Sizes from 3 to 6 cost but fifty-nine cents, while the sizes from 4 to 13 vary from \$1.29 up to \$1.95.



## Don't!

MISS the sweeping clean-up at HERNER'S this week, or you'll be sorry! Linen, dresses, p e r t piques and adorable voiles are on the going going, gone list at prices such as \$1.79 and \$1.19, which means a decided drop. They're smart, one piece frocks for hot weather wear that you'll be able to enjoy all through July and August. Then too, in a whisper, some grand summer hosiery, odds and ends of perfectly lovely silk undies are among the items of clearance which will fill your wardrobe out to an abundance at little cost!

It's hard to believe that the noisiest day of the year is almost here, yet waiting for those "bombs bursting in air" from the hand of every child in the neighborhood is like expecting the jitters.

"GOLLY, what a honey the infant is about not howling when there's company," chorled to sister the other afternoon as her pride and joy lay in his crib with one hand tucked around his bottle of milk. But the retort came back, "It takes more than heredity to keep a baby sweet tempered, idiot. Why do you suppose I am so careful to give him the right foods and see that his milk bottle is filled only with fresh APPLETON PURE MILK?" The milk used for babies is the most important thing to consider in his diet, and that's the answer to why this particular chubby person and many others like him are husky and brilliantly mannered.

WHAT HO... a new, brilliant idea evolves from ELLYN'S BEAUTY SHOP! Based on the theory that the day is past when women must hide their natural skin loveliness under layers of powder, and it's positively right reasoning! Ellyn has a scientific preparation that's astounding, called Complexionall. It works with a sponge and water and serves as a bleach, cleaner, astringent and a powder all in one. You see the stuff is made from lemon oil, sweet and bitter almond and almond flower and it smells in subtle blending of them all. It really is magnificent and unlike powder, it keeps the face from being shiny, yet gives it a clear, fresh transparent look.

## AGAIN We've CUT! OUR SHOE PRICES! End of Month SALE!



**\$5 and \$6 GRADES**

Men's Fine Grades of Genuine Calfskin Oxfords, Dress Types and Sport Types in Widths A to E... **\$3.95**



**MISSES' and BIG GIRLS' Patent or Full Leather S t r a p s and Ties in Good-year Weils. Widths B, C and D... All sizes.**

Also Sandals and Sport Ties Now **\$1.98**



**NEW SANDALS**

The Biggest Value in Dress Sandals Offered This Season. Featured in Almoda Kid and Patent. Formerly Sold at \$4.00 to \$5.00. This Sale... **\$2.98**



**ARCH TYPE**

**PUMPS - STRAPS - TIES**

These Standard Good Grade Slippers with Built-in Arch Supports Represent a Real Saving on Standard Shoes That Everyone Can Use. \$5.00 and \$6.00 Values... **\$3.95**

# HASSMANN'S

GOOD SHOES  
—SHOE REPAIRING BY A REAL SHOEMAKER—

# GEENEN'S

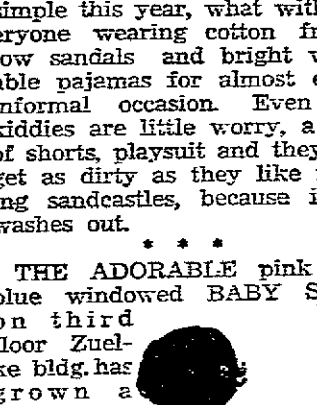
## Founder's Day SALES

### CONTINUE ALL THIS WEEK

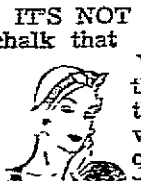
Quantities Permit Us to Continue  
This Bargain Festival--All This Week

### HERE ARE VALUES WE BELIEVE Unmatched in the City of Appleton


## "Come to Geenen's Where Your Dollar Will Buy More"



## THE ADORABLE pink and blue windowed BABY SHOP on third floor Zuelch bldg. has grown a whole year and now this week it's collecting the event with a clearance sale. Not that Miss Poquette likes sale-ing particularly but just as Baby does grow out of his soft soled shoes into first step ones, so does this shop step forth with a goodly collection of sweet baby things at reduced prices. You'll find perfectly sweet dresses for little girls and precious suits for little boys, wash frocks for fifty-nine cents, sizes up to 14 for \$1.95 and many other things half price.



## IT'S NOT white anymore, it's chalk that greets the eye at VOGUEHAT SHOP, that subtle off shade that is not quite white and still not quite grey. At any rate you'll discover some of the sweetest crepe turbans in chalk here for \$1.85... some perfectly swank perforated felt sport hats with stitched crepe brims and some fine crepe hats with brims that look for all the world like suede. Then for more dressy occasions, look into the supply of lacy wool affairs with a bit of kid trimming for \$2.95, these are very stunning with this season's clothes. Not to forget that white, washable purses as well as panamas are but \$1 in this shop.



## Wisconsin folk ought to feel luckier than they do living in this state. It's surprising the numbers of out-of-state people who plan and work for a vacation or long fishing trip at Wisconsin lakes. But when they are at our very back door, maybe it's harder to appreciate the beautiful scenery and fresh lake air, especially since we have to live through the lake fly season.



# Stafford in Bitter Attack On "Groaners"

Makes Plea for Restoration of Confidence in Government

BY RUBY A. BLACK  
Post-Crescent Washington Correspondent

Washington—Now is the time to be encouraged, because "for the first time in months the price of the dollar has been re-established" and it will become a congressman to "keep on croaking and croaking against this government, the greatest government on the face of the earth," Rep. William H. Stafford, conservative Republican, told the House of Representatives. Stafford's plea for confidence and attack on gloom came in response to a speech by Rep. Louis McFadden of Pennsylvania, who attacks everything in which he sees the hand of the international bankers.

"The distinguished Republican member of the Committee on Banking and Currency is still harping on the old, old theme and croaking in his utterances about intermeddling in foreign affairs," Stafford said.

"He does this as if this great government of ours can separate itself from the family of nations, as if we can live here with a great financial and economic wall around us that bars us from all communications whatsoever with the outside world. He would juggle our selves in a little compact space and ignore if he could conditions prevailing abroad.

"The morning papers carry the very encouraging report from the meeting at Lausanne that the French and British governments have come to an understanding as to suspending further payments of reparations. That has been acclaimed and will be acclaimed not only in continental Europe but throughout the world.

"In denial of the gentleman's statement that our dollar is going down, I will call his attention to the fact that in the last several days, by reason of international arrangements and by reason of the fact that France no longer has any earmarked gold in this country, for the first time in several months the amount of gold coming into this country is greater than that going out, and that the price of the dollar has been reestablished in all countries as regards foreign exchanges."

Rep. McFadden called his attention to the fact that France still has some earmarked gold here, and Rep. Stafford replied that the balance is no longer a threat to the dollar, adding:

"The gentleman seems to gloat over our financial reverses when the fact is that we have now re-established the gold dollar on a firm basis so that it is more expensive to export the gold dollar for the first time in many months past."

After a little discussion of international trade, Rep. Stafford continued:

"It seems out of place for the gentleman to get up here and attack our government when in these crucial times it is the part of heroism and it is the part of statesmanship to stand back of the government and maintain the dollar on a safe and sound basis."

Those who know that Rep. Stafford has spent his whole life fighting socialism in Milwaukee, and defeating, when he could, the late Victor Berger for congress, were astonished to see the Milwaukee congressman arise the other day to defend the socialists.

The House of Representatives was considering a very drastic bill for the exclusion and expulsion of alien communists. It was pointed out that it was so drawn as to define any one who believes in any of the principles of the Third Internationale as a communist, excludable or deportable. Rep. Stafford said:

"The Socialist party, in their national convention held recently in my home city, while not declaring in favor of the principles of the Third Internationale, yet they did in a way subscribe to some of those principles. I should not like to see a law passed that would give the right to immigration officials to deport socialists. They have rights, even if they are aliens, and if they hold different principles of government and do not seek the

overthrow of the government, why should we deport them?"

Rep. George J. Schneider of Appleton then arose to point out that a person affiliated with a communist organization would be deportable, and charged:

"I just want to get the gentleman's opinion, if it is not a fact that there are many working men who are aliens—not communists but honest aliens—who are by physical force made to join the communist union."

"Now immediately they become victimized, from the fact that if they are charged with being members of that union—and were made to join it by force—they must prove they are not there of their own will, and the only way they can prove that is by the communists themselves. An alien must prove that he is not a communist by the communists themselves, and that alien will become victimized the same as the alien who is a communist. If an employer wants to victimize him or if the communists themselves want to victimize him they can do so, and there is no recourse for him to prove his innocence."

But Rep. Stafford's time is by no means taken up with such serious and important matters as the economic situation and the rights of aliens. The other day he got into a discussion as to whether automobiles bearing congressional tags could park in spaces reserved for taxicabs or for theatre entrances.

Some of the congressmen were concerned as to whether a bill they were passing would bar them from parking in taxicab reservations. They were informed that nothing could take from the congressmen their right to park in such places when they were on official business.

"Oh," replied Rep. Stafford, "the cars of senators and representatives are always on official use."

Rep. Thomas L. Blanton of Texas intervened with, "The gentleman from Wisconsin is like myself, he never goes to the theaters." "I go to the theaters," Rep. Stafford replied, "but I do not use an automobile like the gentleman from Texas does. I observe and see things which the gentleman does not," and laughter followed.

Furthermore, Rep. Stafford is not in his element as a member of a special committee investigating government competition with private business.

The Department of Justice has approved title to 190 acres of land in Crawford and Grant counties for wild life purposes, which cost the government \$1,507.

Assemblyman Robert Nixon of Washburn was a Washington visitor during the past week.

Another Wisconsin visitor to Washington was Joseph Padway of Milwaukee, of the state federation of labor.

Wisconsin men who have recently accepted appointments or promotions in the army reserve include:

Col. Harvey Edmund Webb, Milwaukee, medical reserves; Capt. Ingomar Arthur Roberg, Sheboygan, medical administration.

First Lieutenants Martin Stewart Thoresen, Ashland, dental reserves; Clarence Engerman Skoien, Black River Falls, chaplains' reserves.

Second Lieutenants Maurine Gates Denniston, Wausau, Gordon Joseph Johnson, Green Bay, Russell Eugene Schofield, Wausau, Peter Binzel Theobald, Oconomowoc, all in the infantry; Miles John Krug and Howard Douglas Jorgenson, Green Bay, cavalry; Earl Herbert Tealey, Eau Claire, medical administration; Frank Tweedie, Lynde, Antigo, and Herman Joseph Streicher, La Crosse, field artillery; and Orvel Eugene Olsen, Antigo, quartermaster reserves.



BUBOLZ-JESSE  
Insurance Agency  
409 Zuelke Bldg.  
Phone 4600

TUESDAY SPECIAL  
Washable  
**SUMMER FROCKS**  
**\$1<sup>69</sup>**

Voiles, Dimity, Dotted Swiss and Prints, in clever new styles, cool and comfortable for summer wear.

Sizes 14 to 46

**Geenen's**

**Trustfield's**  
EXCLUSIVE BUT NOT EXPENSIVE  
118 EAST COLLEGE AVENUE

**COATS**

CHOICE OF THE HOUSE

**\$3 \$5**  
**\$7 \$10**

**Steamer Chairs**  
Tuesday Only  
**\$1<sup>69</sup>**

A high quality steamer chair with arm rests and foot rest. Hardwood frames and covered in heavy duck material. A real buy at only \$1.69.

**BRETTSCHNEIDER FURNITURE CO.**

45 Years of Faithful Service

**Tuesday's Certified Bargains**

No matter how slim your pocketbook may be just now, CERTIFIED BARGAINS have come along to save the day! Here they are, some of the finest value-giving offerings you've seen — in an era of real values. Come downtown tomorrow. Come early, for wise shoppers will be out to take full advantage of these tested, Certified Bargains for Tuesday. They have to be good in order to find a place in this co-operative advertisement. Merchants have placed their reputations behind these values. You reap the benefits.

**• Tuesday Only**  
**• at these leading Appleton Stores**

THE BIG  
PUT MEN TO WORK **SALE**  
IS GOING FULL BLAST  
... At The ...  
**Geo. Walsh Co.**  
TUESDAY SPECIAL  
MEN'S  
**DRESS PANTS**  
Cashmere and Worsted materials. Sizes 30 to 42 waist. Values to \$3.50. SPECIAL TUESDAY ONLY ...  
**\$1.98**  
**Geo. Walsh Co.**

Corner College Ave. and Superior St.  
The Store For the Farmer—The Store For the Workingman

Buy Yours Before the Holidays!

**Jungle Robes**  
**2 for \$1<sup>00</sup>**

For camping, for picnics, for outings, for cottages, for the car.

— Size 48 x 76 inches —

Various patterns, Indian, animal and scenic.

—Downstairs—

**THE PETTIBONE-PEABODY CO.**

**Clearance!**  
**Knit Dresses**

Formerly Priced to \$5.95

**\$1<sup>00</sup>**

Just 20 dresses to choose from.  
No try-ons! Be here early!

**STEVENSON'S**  
INCORPORATED  
Smart Apparel Exclusively  
132 E. College Ave.

**BADGER**  
New Location: 514 W. COLLEGE AVE. Phone 983  
Special For Tuesday!  
**TAX FREE**  
While Our Supply Lasts!  
**"Dutch State"**  
100% PURE PENNSYLVANIA  
**Motor Oil**  
**5 Gal. Can \$2.39**  
2 Gallon Can — 98c (with handy lip spout)

FOR **4<sup>TH</sup> of JULY HOLIDAYS** **1¢ PER MILE**  
To and From All Points on the **\$OO LINE** Minimum Excursion Fare \$1.00  
LEAVE as early as Thursday, June 30 RETURN by midnight Tuesday, July 12  
BARGAIN COACH EXCURSIONS At about a cent a mile or 60% of the one way fare for the round trip.  
BARGAIN EXCURSIONS GOOD IN PULLMANS. Or you can make a round trip and enjoy sleeper service for 25 cents more than the regular one way fare and your Pullman ticket.  
**TRAVEL BY TRAIN**  
Cheapest and Safest Transportation  
PLEASE SEE 500 LINE AGENT

**Special For Tuesday!**  
WOMEN'S NEW  
**White Mesh Shoes**  
Cuban Heels, \$1.35 Cool, Comfortable  
Per Pair  
Women's SILK HOSE. 39c  
Per Pair  
**Kinney Shoes**  
OVER 250 FAMILY STORES G.R. KINNEY CO. 5 BIG FACTORIES  
104 E. College Ave.

**Marvel Specialty Shoppe**  
113 No. Oneida St.  
(Next to Fox Theatre)  
**SILK DRESSES**  
SPECIAL For TUESDAY  
**\$2.98**  
WASHABLE SILKS for Sportswear, Street Wear and Every Occasion. White and Pastel Shades. Some with Jackets.

**Women's Beach Sandals**  
Crepe Soles  
All Sizes. ONLY **59<sup>c</sup>**  
**R & S Shoe Store**  
116 E. College Ave.



# Falcons Rally To Win Little Fox Loop Game

## Eighth and Ninth Innings Give Menasha 8-7 Win Over Wrightstown

Menasha—Staging brief rallies in the eighth and ninth innings, the Menasha Falcons came from behind to defeat the Wrightstown aggregation, 8 to 7, in a hectic Little Fox league contest at the city diamond here Sunday afternoon. An error, a single, two walks and a long fly to center gave the Falcons the winning run in the ninth frame.

Erratic pitching, a home run in the first frame by Cash, and a brief rough and tumble scrap between Nadolney of Menasha and Lamers of Wrightstown, both third basemen, were features of the two players developed into fistfights but they immediately formed circles of enthusiastic fans prevented a decisive victory for either of the gladiators. Umpire Miller sent both men to the bench for the remainder of the afternoon and the card game, under way again in the left side of the grand stand, was not interrupted.

### Score In First

Scoring opened in the first inning. Theunis of Wrightstown walked, stole second and was caught between second and third when Lamers grounded to Nadolney. A double play developed when Lamers attempted to reach second during the hot box putouts of Theunis. Hardy, the third man up, drew a pass, stole second, and scored on a single by Collins, but Collins was caught at second on the throw from right field to retire the side.

The Falcons moved into a one-run lead in the last of the inning. Omar walked but was caught stealing second. Nadolney singled, advanced to second on Peck's sacrifice and scored when Cash drove a home run over the left field wall.

Three hits, walk and a wild pitch by Bohm gave Menasha two more runs in the fourth, but Lamers scored for Wrightstown in the fifth on a walk, an error, and two wild pitches by Majeski. The seventh was a bad frame for Majeski, who gave away in that inning to Slumski, Falcon south paw. Two walks, a hit and a wild pitch preceded Slumski's arrival at the mound, and another walk, two hits and another wild pitch completed the Wrightstown offensive for the inning and the score totaled 7 to 4.

### BOHN SEEKS SHOWERS

After striking out two and walking three Menasha hitters in the eighth, Bohm gave way to Van Zeeland, but the Falcons chalked up two runs before Stanick fled out to short to retire the side. In the ninth, only one run behind, Zeilinski reached first for Menasha and Lamers' error advanced to the winner. Konetzke singled. Two walks forced in Zeilinski, Konetzke was thrown out at home when J. Omar grounded to third, but J. Omar crossed the plate with the winning run when Cash drove a long fly to left field.

Box score:

Wrightstown	100	010	500	7
Menasha	200	202	022	8
AB	R	H	E	
Theunis, 1b	2	1	0	0
Lamers, 3b	2	2	0	0
Hardy, 2b	3	2	2	0
Collins, 1b	4	1	2	0
S. Wilenberg, c	4	1	0	0
W. Wilenberg, lf	3	0	0	0
Van Zeeland, cf	3	0	2	0
Bohm, p	5	0	1	0
Miller, ss	4	0	0	2
Lumby, ss	0	0	0	1
Dumbrie, 3b	1	0	0	0
	33	7	8	4

Totals:

Wrightstown	100	010	500	7
Menasha	200	202	022	8
AB	R	H	E	
Omar, 3b	3	3	1	0
Nadolney, 3b	4	1	2	0
Peck, c	3	0	1	0
Cash, lf	3	2	1	0
Dombrowski, cf	5	0	1	0
John Majeski, rf	4	0	1	0
Stanick, 1b	5	1	1	0
Zeilinski, ss	6	1	2	0
Joe Majeski, p	3	0	1	0
Slumski, p	0	0	0	0
Schukowski, p	1	0	0	0
S. Omar, rf	2	0	0	1

Summary: Stolen bases—Theunis, Lamers, Hardy, Wilenberg, Van Zeeland, J. Omar, Nadolney, John Majeski; sacrifice hits, Peck; two base hits—Van Zeeland, Hardy; Joe Majeski; home runs—Cash; first base on balls, off Majeski, 9; off Slumski, 1; off Schukowski, 1; off Bohm, 6; off Van Zeeland, 2; wild pitches—Majeski 3; Slumski, 1; Bohm, 2; struck out by Bohm 10, by Majeski 2, by Slumski 1, by Schukowski, 2; hit off Majeski in six innings, 2; hit off Slumski in one inning, 2; off Schukowski in two innings, 2; off Bohm in seven and two thirds innings, 12; off Van Zeeland, none, off Wilenberg, 1; double play, Nadolney to Stanick to Omar to Nadolney. Umpire—Miller. Time of game, 2:10.

## Whiting Papers Lose at Oshkosh, 8 to 1

Menasha—Fauk's sensational hurling gave the Oshkosh entry in Fox River Valley softball league competition an 8 to 1 victory over the Whiting Papers on Monday morning. Fauk allowed only one hit, a single in the ninth inning by Klein, Whiting hurler.

The only Menasha run was scored by Schmidt as the result of two Oshkosh errors in the fifth frame. Klein worked on the mound for Whiting.

## JURY IS DRAWN

Neenah—Juries were drawn Saturday for municipal court trial of Harold Hammer and Edward Bookert, Appleton, charged with assault and battery in connection with a labor disturbance recently at Menasha. The Bookert trial will be June 29 and the trial of Hammer will be July 1.

## Finch Installation Of New Sanitary Sewer

### Menasha—Installation of the new sanitary sewer on Appleton and Ninth-sts was completed Monday under the direction of Peter Kasel, superintendent of streets. Work on the new sewer, which is about 1,400 feet long, was authorized at a recent meeting of the common council.

A public hearing on the proposed installation of a sewer on Eighth-st between Appleton and DePere-sts will be conducted by the board of public works prior to a meeting of the common council Tuesday evening.

## Unusual Marital Tangle Revealed

### Wife Deserted Him Shortly After War Closed, Veteran Testifies

Menasha—A most unusual marital tangle was revealed Saturday in county court in a hearing before Municipal Judge Spengler in a default divorce action involving a totally disabled war veteran, John Madigan, Menasha.

Madigan obtained a divorce from Ruth D. Madigan, who, according to the evidence, is now residing at Rhinelander, Wis., a Leo Connell. Testimony was given that she has had four children since her residence with Connell, and that Madigan's daughter, whom he has not seen for 13 years, also bears the name of Connell.

Married in 1916, Madigan stated his wife deserted him shortly after the close of the war, and for many years he did not know her whereabouts. For four years an effort was made to trace her through the agency of the veteran's bureau, and she was finally located at Rhinelander.

The story of the search was told by W. C. Friedland, Menasha Legion service officer. Friedland stated government money has been accumulating for the benefit of the daughter and for Madigan's wife for a period of years.

While formal judgment was not entered Saturday, Judge Spengler indicated it will provide that Mrs. Madigan shall not receive any of the money set aside for her, but that it shall revert to the husband. Title to a home also is to be vested in him. It was not determined to change the custody of the child, since the report of the veteran's bureau indicated a good home is being provided at Rhinelander. Madigan, however, is to have an opportunity to see his child for the first time in 13 years.

## Menasha Society

Menasha—Miss Leola Loomans, daughter of Mr. and Mrs. Cyrus Loomans, 312 First-st, and Frederick Additt Page of Chicago, son of Mrs. Fred Page, town of Menasha, were married at Trinity Lutheran church at noon Sunday. The Rev. J. C. Polaczky officiated. The ceremony was held at the home of Mrs. Loomans and Miss Josephine Smith of Milwaukee and Miss Genevieve Liebel of Menasha were the bride's attendants.

Otis Kline of Cleveland, O., and Ira Hall of Battle Creek, Mich., attended the groom. Following the ceremony a dinner was served to 75 relatives and friends at the home of the bride's parents. Mr. and Mrs. Page left for Chicago where they will continue to New York by plane and return on a boat trip through the Great Lakes. They will reside in Chicago.

Out of town guests included Miss Marie Heack, Mr. and Mrs. Paul Noe, Gustave Gerhardt, and Miss Frances Zeimet of Milwaukee; Mr. and Mrs. E. K. Schuch, Mr. and Mrs. C. P. Bennett of Chicago; L. Doane of Toledo, O.; Mr. and Mrs. Ira Hall of Battle Creek, Mich.; Mr. and Mrs. C. F. Loomans of Portage, and a number of additional guests from Fond du Lac. Vocal selections at the ceremony were presented by John Loomans, brother of the bride, and by Miss Kathleen Liebel.

The fourth of a series of dancing parties under the auspices of Henry J. Lenz post of American Legion will be held at the city park pavilion Monday evening.

Menasha Polish Falcon Athletic association entertained at a dancing party in Falcon hall Sunday evening.

Mrs. Bert Finch will entertain the Avanti club at her home Monday evening.

Mrs. Orrin Smith and Mrs. A. Umen entertained 35 friends at the Smith cottage on Brighton beach Sunday in honor of Mrs. Peter Umen, who will leave soon to reside at Superior, Neb. Cards were played, honors at schafkopf going to Miss Barbara Mackin, M. J. Small and A. Umen and in bridge to Mrs. Orrin Smith, Mrs. Harry Kurkowski, and Mrs. Harry Schommer. Dinner was served at 6 o'clock.

Menasha chapter of Eastern Star will meet in the Masonic lodge rooms Tuesday evening. Routine work is planned.

## Doty Tennis Club Wins League Match

Neenah—Doty Tennis club team won an Eastern Wisconsin tennis league match Sunday afternoon by defeating Sheboygan, 5 and 0. Rain prevented one of the singles matches. The team was composed of Robert McMillan, John Strange, Clarence Vetter, John Catlin, Mark Catlin and Ivan Williams.

The next matches will be played July 10 with Manitowish at Sheboygan, Neenah at Fond du Lac, and Oshkosh at Green Bay.

## SENTENCED TO JAIL

Neenah—Failing to furnish \$50 fine and costs for operating a vehicle without a license, Hubert Smith of Winneago and Ben Starkey of Winneago were sentenced to 60 days each in Winneago jail Saturday afternoon by Justice Chris Jensen, when they pleaded guilty. The arrest was made by A. Durham, conservation warden.

## No Champions in Tennis Tourney

### Badger State Closed Meet Opens Thursday at Doty Tennis Club

Neenah—There will be no defending champions in the annual Badger State closed tennis tournament which opens Thursday at Doty Tennis club courts. All players who won titles last year either are no longer eligible to compete in their divisions or are not entered in the tournament. Weigler, boys' singles winner last year, has entered, but in the junior division this season.

Four divisions have been added this year, the junior doubles, women's doubles, girls' singles and boys' doubles.

Bill Schommer is the outstanding favorite to win the men's singles, while McMillan, ranking No. 1 in the state last year, looms as Schommer's closest rival. Richard Weigler, boys' champ last year, Don Leavens of Mosinee, who won the state high school tournament held here a few weeks ago, and Ollie Adelman are the best of the juniors. Leavens should have little trouble in the boys' singles. Alice Higgit, Milwaukee, will be one of the favorites in the girls' division. In the men's doubles, Schommer and Ruell are favored, while Jens and Tattling, defeated last year by Parker and Grant, also form a strong combination.

The tournament will continue through July 4.

Men's singles events will start at 10 o'clock on the morning of June 30; women's singles at 10 o'clock on the morning of July 2; junior events start at 1 o'clock on the morning of June 30; boys' singles at noon, July 1; girls' singles at 1 o'clock, July 1; women's doubles at 10 o'clock, July 2; junior doubles at 10 o'clock, July 1, and boys' doubles at noon, July 1. All city courts will be used.

## Twin City Deaths

HERBERT SCHUMANN, JR. Menasha—Herbert Schumann, Jr., 4, 341 Abnapp-st, died shortly before 7 o'clock Monday morning after a brief illness. He was born in Milwaukee June 13, 1928, and is survived by his parents, Mr. and Mrs. Herbert Schumann; grandparents, Mr. and Mrs. F. Schumann of Chillicothe, O., and Mrs. James Derwin of Menasha. The body was taken to the Laemmrich funeral home.

MRS. FRANK ZENESKI Menasha—Funeral services for Mrs. Frank Zeneski, 744 DePere-st, will be held at St. John's Catholic church at 9 o'clock Tuesday morning. The Rev. W. B. Polaczky officiating. Interment will be in St. John's cemetery. Friends may continue to call at the residence until the hour of the funeral Tuesday morning.

MRS. WILLARD MATTHEWS Neenah—Mrs. Willard Matthews, 26, 317 N. Commercial-st, died at 11 o'clock Saturday night. Mrs. Matthews has been a resident here for several years. Surviving are the widow and two small children. The funeral will be at 9 o'clock Tuesday morning at St. Mary church. Burial will be at St. Mary cemetery.

## Officials to Meet In Softball Battle

Menasha—Courthouse and Winneago-co officials from Oshkosh are preparing for a softball contest with Menasha city officials and employees at Paver field here Wednesday evening. Complete lineups have not been announced by either squad, but Frank Keefe, district attorney, Earl Fuller, Winneago-co treasurer, George Manuel, Winneago-co clerk, Walter Patri, assistant district attorney, S. L. Spengler, municipal court judge; Frank Schneider, clerk of courts; William Niemuth, register of probate; and Sheriff Arthur Nelson are expected to see action with the invaders Alderman Henry Knoelke of the Fourth ward has been selected as head umpire.

## Doris Renner Named Miss Fashion Queen

Menasha—Miss Doris Renner of Neenah was named "Miss Fashion Queen of Neenah and Menasha" at the close of the fashion pageant sponsored by a number of Twin City merchants at the Brin theatre Thursday and Friday. Ladies in waiting to the queen were the Misses Helen Bradley, Dorothy Carrier, Sadonna Elmer and Elsie Lloyd.

## CAN'T LIGHT FIREWORKS

Neenah—Orders have been issued by Mayor George E. Sande prohibiting lighting of fireworks until Saturday night. Arrests will follow if the order is not heeded. The sale of fireworks started Monday.

## THE BIGGEST PICTURES AT THE LOWEST PRICES

Matinees 1:45 & 3:30 15c ELITE 25c Evenings 7 & 9

Talking Pictures at Their Best

Today-Tues-Wed-Tonite at 6:45—Second at 8:30

Pekin to Shanghai... the train ride that changed 200 lives! Bringing them face to face with hatred, intrigue, scandal, love—and WAR! Because of this woman—

## Marlene Dietrich

IN "SHANGHAI EXPRESS" with CLIVE BROOK—WARNER OLAND. ANNA MAY WONG—EUGENE PALLETTE ADDED—All-Talking COMEDY and NEWS

NOTE—TODAY is Bargain Day. Clip This Ad and Present at Box Office. With One Paid Adult Admission it will admit (2) two. GOOD MATINEE or EVENING.

Thurs.—Fri.—Maurice Chevalier in "One Hour With You"

## Shell Oils Lose to Service Bakery, 7-5

### Menasha—After trailing until the fifth inning, the Service Bakery of Appleton came from behind to defeat the Shell Oils of Neenah, 7 to 5, in a Fox River Valley softball league contest at Appleton Sunday morning. Madison worked on the rubber for the Oils and Gartzke caught until the fifth inning when he injured his hand. He was replaced by Rieschl.

## Neenah Society

Neenah—Licenses to marry have been issued by George Manuel, Winneago-co clerk, to Herbert H. Parker of Neenah, and Roseline T. Wingrove of Menasha, and Ray Allen and Edna M. Mielke, both of Menasha.

The annual picnic of First Presbyterian Sunday school officers, teachers and adult classes will be held Tuesday afternoon at Riverside park. A picnic supper will be served at 5 o'clock. Cars will be at the church and Shattuck park to transport those who have no way of getting to the park.

The Fraternity club picnic was held Saturday at Dr. L. E. Ozanne's cottage at Wolf Pines on the Wolf river. Sports were in charge of Arthur Parker, music for the entertainment was in charge of A. J. Harrison, and the picnic supper was in charge of Laverne Pelton and the Rev. T. J. Reykald.

Our Savior church Junior choir held its annual outing Sunday at the summer home of Mr. and Mrs. Thomas Thomsen on the lake shore south of the city. The day was spent in swimming, fishing and other outdoor activities.

Immanuel Lutheran church Brotherhood spent Sunday at the Otto Steffenhagen summer cottage.

## Neenah Personals

Neenah—Mr. and Mrs. Harry Prange of Chicago spent the weekend with relatives here.

Mr. and Mrs. Frank Krempin and daughter, Milwaukee, spent the weekend with relatives here.

Mr. and Mrs. Eyrer Anderson spent the weekend with Milwaukee relatives.

Dr. and Mrs. H. L. Baxter are spending a short vacation at the home of Mr. and Mrs. E. C. Baxter. Dr. Baxter recently completed his internship at the Swedish hospital at Seattle, Wash. He expects to open an office in one of the Fox valley cities.

Robert Sanders spent Sunday with Milwaukee relatives.

Misses Wilma Schmidt and Rachael La Fond have returned from a visit with Milwaukee relatives.

Mr. and Mrs. Bert Rapprager and son, and Mr. and Mrs. E. Witte of Wisconsin Rapids spent the weekend with relatives here.

Albert Dunke attended the Saturday session of the Wisconsin Eagle convention at Madison.

Walter Roemer has returned to Milwaukee after spending a few days with his father, James Roemer.

A daughter was born Sunday at Theda Clark hospital to Mr. and Mrs. Lawrence Lennhart.

Gustave Gerhardt, Milwaukee, is receiving treatment at Theda Clark hospital.

Norman Tietz, route 1, Neenah, is receiving treatment at Theda Clark hospital.

Stillman Dieckhoff is at Theda Clark hospital with a broken arm received Monday morning while at play at his home on S. Commercial-st.

DeLyle Tues had his tonsils removed Monday at Theda Clark hospital.

## DELEGATES RETURN

Neenah—Harry Korotev, Walter Wege, delegates, and J. B. Schneider have returned from Madison where they attended the annual convention of Wisconsin Eagles.

Mr. Korotev was elected outer guard of the state body. The next convention will be held at Wausau.

## MERCHANTS DEFEATED

Neenah—Neenah Merchants, Little Fox league team went to Oshkosh Sunday afternoon where it was defeated, 14 and 0. The victory keeps the Oshkosh team at the top with seven wins and no losses. The locals now are in fourth place in the league standing.

## TRINITY TEAM WINS

Neenah—Trinity Lutheran church softball team defeated the Kaukauna Lutheran team Sunday afternoon 9 and 2 in a Lutheran league game played at Kaukauna.

## Date is Set for Maynor Hearing

### Charges Against Officer to Be Heard on Tuesday, July 5

Neenah—Hearing on charges preferred by the board of police and fire commissioners against Police Officer Charles Maynor, who seriously burned Henry Kaestner with tear gas, will take place at 3 o'clock Tuesday afternoon, July 5, at the city hall. The summons was served on Maynor late last Friday. The charges are inefficiency, cowardice and brutality in treatment of a prisoner and a violation of rules governing conduct and qualifications of police officers.

Maynor has been suspended from office pending the outcome of the hearing. In attempting to arrest Kaestner last Tuesday night, the police officer exploded a tear cartridge close to Kaestner's body. Kaestner was burned about his face and body and was taken to Theda Clark hospital.

Kaestner was able to leave the hospital Saturday.

## Large Swimming Class Reports for Lessons

Neenah—One of the largest classes since the city placed an instructor at the municipal bathing beach reports daily to Armin Gerhardt for lessons. The class now numbers 19 boys and girls in the beginner section. Those having swam 50 feet are George Mayer, Richard Mayne, Buddy Sell, Paul Felton, James Hooper, Vernon Fowler, Charles Ziegler, Margaret Polus, Charles Bart, James DeGroot, Laverne Borchardt, Alice Ariward, Margaret Silp, Eunice Deves, Elizabeth Dieckhoff, Marion Block and Betty Block. Those who have passed the swimmer's test are Robert Schultz and Jack Ryner.

Registration for the Red Cross Junior and Senior life saving tests are being received by Mr. Gerhardt, who will start his class within the next few days.

## New Olympic Stamps Received in Neenah

Neenah—The 3 and 5-cent denomination of the new Olympic stamps have been received by the local postoffice and are now on sale. The figure of an Olympic runner poised as if at the start of a race forms the central design of the 3-cent issue. The stamp is in lavender and purple shades. A likeness of a discus thrower set against the globe as a background is the central design of the 5-cent issue which is printed in blue.

## FALCON REGULARS WIN

Menasha—The Falcon regulars defeated the Zippers, 7 to 0, in the first of a series of three games to determine the championship of the Falcon Athletic association on the city diamond Saturday afternoon. Joseph "Daddy" Majeski, hurling for the regulars, allowed only four hits, while his team scored once in the first inning, once in the third, twice in the fifth, and three times in the seventh.

# Only Sunlight can improve a MAYTAG washing



Give your clothes the full benefit of fresh air and sunlight. First wash them in a Maytag. Gyafoam cleansing to wash them... Sediment zone to keep the wash water clean... Roller Water Remover to press out the last vestige of soapy water... dry them in fresh air... purify them in clean sunlight... you'll know your things are clean, sweet and pure.

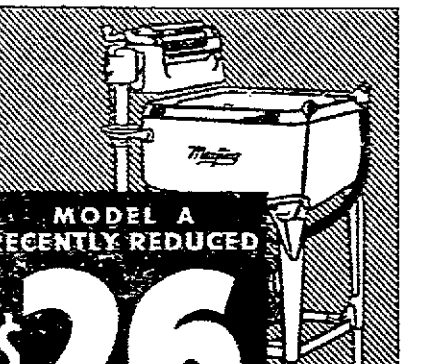
## MODEL 15 PRICED AT ONLY \$79.50

• MODEL 15—lowest price washer ever built to Maytag's fine standards—an amazing value at the price.




## MODEL A RECENTLY REDUCED \$26

• MODEL A—Maytag's finest. Oversize, square, cast-aluminum tub—Roller Water Remover—lifetime quality in every part.



## WASHERS...TABLE IRONER

20-15-15



# Langstadt Electric Co.

Appleton, Wis. Phone 206

ANY MAYTAG MAY BE HAD EQUIPPED WITH GASOLINE MULTI-MOTOR.

## Neenah Men Bound Over at Milwaukee

### Henry Steffens and Son Furnish Bonds on Dry Law Charges

Neenah—Henry Steffens, whose business place last Friday afternoon was raided by prohibition officers, who placed both Steffens and his son, Milton, under arrest, waived preliminary hearing Saturday morning before U. S. Court Commissioner Floyd E. Jenkins at Milwaukee. They were placed under \$1,000 and \$500 bonds, respectively, and bound over to the grand jury.

Albert Staffeld, owner of the other soft drink parlor where the second raid of the afternoon was staged, was held under \$1,000 bond for hearing July 1. His son, Albert Staffeld, Jr., was named in the complaint and will be brought in later.

The raids, it is said, were the result of visits here on June 8 of prohibition agents, who purchased beer at both places. It was upon this evidence the warrants were issued and served Friday afternoon. At both places only beer was found. The contents of barrels and bottles were emptied into the sewer.

## BURNED BY FIRECRACKERS

Neenah—John Sorenson of Larsen is the first Fourth of July victim. He burned his hands early Monday morning while discharging a bunch of giant firecrackers. He was brought to a local physician's office where the burns were treated.

## WATER CLEARS UP

Neenah—Water at the municipal bathing beach again has cleared up. Many of the bathers suffered from hives caused by seeds in the water.

## COATS — \$3, \$5, \$7 and \$10. Choice of the House.

See Page 49.

## Congratulations Post-Crescent

That's a fine new building and a credit to Appleton!

## REFRESHINGLY COOL

# FOX

TODAY and TUES.



LORETTA YOUNG NORMAN FOSTER GEORGE BRENT A 1st Nat'l Hit! Comedy — Cartoon News Watch For "Doomed Battalion"

## "WHO WOULDN'T CHOOSE THE Jantzen"



## SHOULDARE SAYS LORETTA YOUNG

If you want a smart sun suit — and an ideal swimming suit — all in one — ask for the Shouldare. Loretta Young, the sensational Warner Bros. First National star of "Week End Marriage," now playing at Warner Bros. Appleton Theatre, is an ardent Jantzen devotee. She has found, as you will find, that a Jantzen is always correct — always fits perfectly and permanently.

The Store for Men Hughes Clothing Co. 125 W. COLLETT AVE. APPLETON, WIS.

## 25° to 6 P. M. 40° to 6 P. M. Closing

## FOX NEWS NOVELTY

CHARLIE CHASE "In Walked Charlie"

## See REX MOVIE DOG BUDDY in person PERFORMING SEA LION

## STREET PARADE at Noon

Special cut-rate tickets for children on sale at all A. & P. Stores

## APPLETON BADGER AVENUE SHOWGROUNDS

TUESDAY JUNE

Admission Price REDUCED

For This Day and Date Only EVERYBODY


25c

NEWSPAPERARCHIVE



# Congratulations are in order,

---

A decorative graphic consisting of several vertical lines of varying thicknesses, extending from the horizontal line under the title down towards the bottom of the page.

*Tomorrow, the newspaper for which we work will receive the congratulations of its friends, of those with whom it does business, of the public at large and of the newspaper profession generally. To those sentiments we add our well-wishes*

*We feel, at the same time, that congratulations for ourselves are in order. We like to believe that this building is a monument to loyal service, not only of the newspaper to the community, but of the employed staff to the publishers and of the publishers to the employes. Loyal and friendly associations for more than a decade have helped to culminate this new home.*

*---the Employes of the  
Appleton Post-Crescent*



# Women Always See Selves as They Would be

## Have Amazing Gift for Believing What They Want to Believe

BY DOROTHY DIX

The most amazing thing about women is the ability they have to kid themselves into believing anything that they want to believe. Every woman possesses a little gift of self-hypnotism and can put herself into a trance at will in which she can see herself and the world as she desires to behold them.

As proof of this you have only to take the way women lie about their age. A noble, Christian lady who runs the church and is a power of righteousness in the community and who otherwise is Veracious Jane, will calmly cast twenty birthdays into the discard because she has convinced herself that she still looks like a debutante.

When you see a stout, elderly woman dolled up in flapper clothes and rolling her eyes at men and lisping baby-talk to them you feel like crying in the slang of the day: "Oh, for Heaven's sake, be your age!" But she is being her age the way she sees herself, for she has kidded herself into believing that she still looks like an itty-bitty cute girl.

Another illustration of the miraculous power women have to pull the wool over their eyes is that no woman ever gets a close-up on herself, or a line on her cheeks. She always sees herself glorified and never suspects that the general public isn't enraptured with the picture as she is herself.

A woman will go around with her hair the color of strawberry jam complacently believing that she has every one fooled into thinking she was born with Titian locks. There are 10,000 mirrors on every side and yet she will plaster her mouth with lipstick until it looks like a gory gash across her face. And no stout woman ever beholds another stout woman without thinking: "Thank goodness I'm not fat and haven't lost my figure."

Any woman, no matter how homely she is, will tell you she has for men, can kid herself into the belief that she is a vamp who puts Cleopatra and all the remainder of the sirens into the also-ran class. Plenty of women who, you would think might travel from here to Timbuctoo without any man glancing at them except with pity will tell you that they cannot venture out beyond their own doors without being accosted by strange men.

There is never a day that I don't get a letter from some woman saying that she knows a certain man is wildly, passionately in love with her. He has never asked her to marry him or mentioned the state of his affections to her, but she knows he is in love with her because he comes and sits Sunday dinner with her, or because of the look in his eyes. She never stops to consider that it may be love of good food and her mother's cooking and not matrimonial intentions that bring the man to her house and that all any woman ever sees in a man's eyes is just the reflection of her own desire.

The angelic ability that so many wives have to forgive their philandering husbands and to pity them instead of divorcing them is due also to this beneficent power women have of kidding themselves into believing what they want to believe. The wife wants to believe that her husband still loves her and prefers her to all other women, and so she convinces herself that her husband was a poor, unsophisticated, innocent little lamb who was stolen out of the domestic fold by a female wolf in sheep's clothing.

Husband may be an elderly Lofthario and the girl he has been stepping out with may be a 16-year-old flapper, but nevertheless wife is sure he wasn't in the least to blame, and that he was the victim of the arts and sciences of a seductress who cast over him spells that no man could resist. Also, wife convinces herself that when husband says that he will never look at another fluttering petticoat again he means it and will keep his promise, and so many a marriage is kept from going on the rocks.

Women's ability to kid themselves, however, finds its most glorious expression when they come to dealing with their children. For then, indeed, does it become a God-given talent that leaves us gasping in awe and wonder at its scope and power. For nature has wisely ordained that no mother shall ever see her children as they actually are, but only as she wants them to be. Always she beholds them as beautiful swans. Never as ugly ducklings.

Mary may be afflicted with curly hair and a snub nose and pale eyes and a lumpy figure. Mother wonders if she would film well and if she wouldn't knock Greta Garbo off the screen if she went into the movies. Saly may be dumb as an oyster. Mother is convinced she is one of those great silent geniuses. John may be stupid and uncouth. Mother never sees it. She beholds in him only originality and force.

And no matter how selfish and impudent, and inconsiderate to her children are, or how wild and

# the STORY OF SUE

By Margery Hale

SUE AND JACK "MAKE UP" BEFORE she answered the telephone Sue knew that it was Jack who was calling her. Purposely she delayed. When she finally picked up the phone she hesitated. Maybe it would be better not to answer it. Still—

"Hello." Yes, that was Jack's voice, "Sue? Yes, that's a little worried. 'Why didn't you wait at noon?' I tried to get you but you were out of sight."

"Oh, I'm sorry. I didn't know that I hurried so fast." Her voice was quiet, courteous, nothing else.

"Good land, Sue, you surely don't believe that I have a date with that woman of all the—"

"Of course not," More courteous. A little frozen this time. "Business, wasn't it?"

"Yes, I drew her because the boss likes my manners. He wants her business. She's taking it away from another law firm."

There wasn't any mistaking the fact that Jack wanted to convince her, Sue noted. He was working to make her believe.

"She was lovely," Sue answered. "Not bad looking," he agreed, and now his voice was relieved.

He thought that he had gained his point, Sue decided. He would forget that he had upset her. But as suddenly she decided that he wouldn't.

"Are you seeing her this afternoon?" she asked.

"Just at the office. I have to go over some accounts with her."

"Of course. That's perfectly all right. What time will you be home for dinner?"

"About six," he answered. Then: "Sue, are you sure you understand, you silly little goose? As if—"

Under the pleading tenderness that caught his words Sue sensed that he was still worried.

"Of course I do. I acted foolishly," she answered, contrite at once. "Do you want to eat a little meringue pie for dinner? Goodby, dear."

She wiped the surplus lipstick and powder away before she started to prepare her menu. She sang under her breath as she set the table with pale green linen and yellow crockery. She polished the silver again, although it shone all ready with a dazzling sheen. She ordered some yellow jonquils for the table. She made some nut cookies, a kind that Jack had liked in the old days before they were married, when he had dropped into the shabby old house for lunch or dinner.

She was happy again. The world had swung back. It was odd, she reflected, how it could swing out of place and then right itself again. Maybe it had to be unbalanced sometimes so people would appreciate how lovely it was when everything went right.

The afternoon passed quickly. Ruth came hurrying home, changed into a slim, silken frock, and dashed out again. Dan Courtney came for her, but she didn't ask him to come in. Just ran out to meet him, calling to Sue.

Sue changed her dress just before six o'clock. She put on a soft yellow crepe, with gay puffed sleeves, and a high waistline. It was young, appealing, but sophisticated at the same time. She glanced at the clock again and then popped a pan of biscuits into the oven. Six o'clock. Jack would be here in a minute now.

The biscuits were ready in a little while. Fluffy, golden brown. The hands of the clock kept right on going around. Six-thirty. Seven. A quarter after seven.

Jack was detained. That was all. He would be there in a few minutes, Sue thought. Seven-thirty—a quarter of eight—

NEXT: A call from Jack. Copyright, 1932, NEA Service, Inc.

## My Neighbor Says—

If you wish nice flaky mashed potatoes, add 1 teaspoon baking powder while mashing.

Pan broil all tender cuts of meat as steaks and chops. Place the meat in a frying pan and place six inches below the fire. When browned, turn and brown the other side, season with salt and pepper. No fat is needed for cooking and the natural flavors are retained.

(Copyright, 1932, by The Associated Newspapers.)

disappointed, mother kids herself into believing that they love her in spite of the way they treat her, and that some day they will appreciate her and give her the affection she craves and that they will turn into fine men and women.

Wonderful is the ability women have to kid themselves. Maybe it is God's consolation prize to them for being women.

DOROTHY DIX (Copyright, 1932)

## Flapper Fanny Says

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And no matter how selfish and impudent, and inconsiderate to her children are, or how wild and

latter,

Many a soap box orator gets in a

latter,

latter,

latter,

latter,

latter,

latter,

latter,

latter,

## APRON MAY BE WORN AS FROCK

A little Dutch apron frock for small folk of 2, 4 and 6 years. It's delightfully comfy and smart. It can be worn as an apron to keep little daughter's frock spic and span.

It is unsurpassed for the warm days of summer, worn as a frock. The square neck is cut quite low. It's sleeveless too. It buttons down the back with the bodice tied with quaint sash.

The miniature diagram shows how utterly simple it is to make and launder.

Style No. 3358 is suitable for pique, broadcloth, dimity, organdie, linen printed lawn, Peter Pan prints, dotted Swiss and batiste.

The neckline, armholes and pockets are trimmed with rick-rack braid. As a smart variation, they may be piped in contrasting color.

Sizes 4 requires 1½ yards of 33-inch material with 2 yards of braid.

Order Blank for Margot Patterns. MARGOT, care Appleton Post-Crescent, Appleton, Wisconsin.

Inclosed find 15c. Please send me the patterns listed below: Pattern No. Size Price

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Your Birthday

"CANCELED" If June 28th is your birthday, the best hours for you on this date are from 11:30 a. m. to 12:45 p. m., from 6 p. m. to 7 p. m. and from 11 p. m. to midnight. The danger periods are from 6:50 to 8 a. m. and from 3 p. m. to 5 p. m.

Astrological tendencies for June 28th: good for travel and study; poor for business turn-overs, new business ventures and real estate deals. Moneyed people are advised to turn a deaf ear to all apparently promising investments which seem secure at this time. Minor accidents in the sporting field.

The child born on this June 28th will be well balanced, level headed, and out to get it money's worth. It will have refined manners and ingratiating ways and will always surround itself with loyal friends. It will be proud and ambitious, and will not hitch its wagon to a minor star.

Born on June 28th, you have too versatile a nature to be concentrated. Digging is not in your line; those things which your bright and alert mind cannot pick up by your skimming methods are left behind. All your life you will be gnawed by the worm of discontent, and will be tempted to try fresh fields anew, although the ones left behind may still be rich and fertile. Many good things pass out of your life, their merits unrecognized until it is too late.

Your natural spontaneity is one of your chief charms; there is no ruled and measured restraint in your make-up. Your heart is full to the brim with charity and human kindness, and you, if anything, do too much for other people, especially those who take all and give nothing. It is a pleasure for you to be

with the salad mixture and mask with mayonnaise.

Liver and Cabbage Salad. This salad is unusual and delicious. One cup diced cooked liver, 2 tablespoons minced cooked bacon, 1 cup diced celery, 1 cup shredded and crisped cabbage, French dressing, mayonnaise, curried egg.

Marinate liver and bacon in French dressing for one hour. A few drops of onion juice may be added to the dressing if wanted. Add celery and cabbage and mix lightly. Serve on a bed of endive and top with mayonnaise.

Sweetbread Salad. Sweetbread salad can take the place of chicken salad for party affairs and is much easier and quicker to prepare unless you use canned chicken. The sweetbreads are prepared as usual; that is, soaked in cold salted water for an hour, simmered in salted acidulated water for twenty minutes and then blanching in cold water. Remove all membrane and connecting tissue and cut in neat dice.

Two cups prepared sweetbreads, 2 cups shredded celery, 1-2 cup blanched and coarsely shredded almonds, 1 cup peeled and seeded white grapes.

Marinate sweetbreads in French dressing made with a combination of lemon juice and tarragon vinegar. Let stand on ice an hour or longer. When ready to serve drain from dressing and combine with prepared materials. Add mayonnaise to make moist and serve in nests of lettuce hearts. Garnish with thin slices of pimento-stuffed olives.

Cucumbers and sweetbreads are a favorite combination. They are usually combined in equal parts and served on lettuce with mayonnaise.

Fish salads are liked by many persons. Lobster, crab-meat, tuna fish and salmon and shrimp are generally used, but there is an excellent salad made of a combination of shrimp and scallops. Baby scallops are desirable, but, failing these, cut large ones in small pieces. Cook before cooking in boiling salted water. Care must be taken not to over-cook scallops, for if they are cooked too long they will become hard and tough. Use two cups prepared scallops, 1 cup prepared shrimps and 3 cups diced celery. Mix with mayonnaise and serve on a bed of lettuce with a garnish of thin slices of pickled beets.

Moisture is a rather uncritical biographer, but his book does show what a gamblers' game stock speculation is and what an utterly useless part a big speculator plays in his country's life.

The book is printed by Greenberg, and sells for \$3.

Goatskins exported from British India last year weighed 33,600,000 pounds.

NOT SATISFIED... That's why girls come to us. Amid congenial surroundings in Le Clair School they learn piano, violin, voice, French, English, and more. Knowledge of Le Clair French Method acquired in Wisconsin's oldest and largest Beauty School, assures success. Save \$50 by entering for full year for room and board if desired. Free booklet. 611-A LE CLAIR SCHOOL. Milwaukee, Wis.

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# Camp Trip Does Child Much Good

BY ANGELO PATRI

It is getting near time when all healthy children turn their faces toward the open country. I am hoping that many of them will be able to march in the direction they face and I am writing to ask fathers and mothers and cousins and aunts to turn to and help all they can. I am asking the Camp directors to lend all possible aid.

You see these times are our times. It isn't going to help us any to sit down and mourn our losses. Certainly it isn't going to help the children get to the country. Let's count our resources and see how they can be stretched to cover open air vacations for the children who so sadly need them after a winter spent with discontented worried grownups.

The country is all there, sunshine and wind and water and hill, all ready and waiting. The towns are in the pasture and the fish are in the lake. The camp buildings are ready as usual. The money necessary to span the distance between the two is likely to appear large in its absence. Something has to be done to adjust matters.

Could fathers and mothers and children cheerfully accept simple food for the summer weather? Could they be satisfied with good milk, eggs, vegetables and bread and butter? Could they do without much meat? Could they forget about desserts? Would they enjoy fruit as it came in its season instead of the riches of the world's orchards? In short, could they live as country children often live for the greater part of the year, on the products of the local farms?

If so, couldn't the camp directors and the farmers and the other people who make summer hopes for children possible, save down their prices to the level of simple necessities? Even if you had to be content with a day's wages instead of the interest on money, couldn't it be done for this year? Simple diet, plenty of fresh air, less personal attendance and more simple occupations like walking and swimming, would not be too expensive. What costs is the staff, equipment, and carrying charges. Maybe they can be scaled down to such slim proportions as to enable a few children to edge past them into camp?

If the old prices are to prevail the children cannot go to camp. If they cannot go to camp the children must close. For the sake of the children camp must be kept going. A little common sense, a little adjustment on both sides, a common acceptance of a condition, ought to enable us to get going.

The family ought to plan on having a couple of weeks in the open. These days when many of us have no work we can enjoy the holiday to the extent of leaving town behind and living in camp for a couple of weeks. The State camps are a godsend for families who have a car and enough money for gas and oil and staple groceries for ten days living and a few hundred miles run.

Don't put the idea away as impossible. Children and parents need time out in the open air. Make an effort to get it for the children and for yourselves. Camp directors, being family men, H.E.P. You are needed and the people need you. New days, new ways!

(Copyright, 1932, by The Bell Syndicate, Inc.)

Mr. Patri will give personal attention to inquiries from parents and school teachers on the care and development of children. Write him in care of this paper, enclosing stamped, addressed envelope for reply.

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## Worth a Million



Here is Nadine Dore, who has been given the title role in the movie "Million Dollar Legs." The two reasons are shown in the picture.

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Here is Nadine Dore, who has been given the title role in the movie "Million Dollar Legs." The two reasons are shown in the picture.



# Enmities Mark Launching of Party Session

## Present Resentment Seldom Equalled in Democratic History

BY BYRON PRICE

Chicago—(AP)—With the dominant forces of Roosevelt of New York, divided and quarreling among themselves, and the opposition rallying, the Democratic national convention was called together for its opening session today amid enmities and resentment seldom equalled in party history.

So bitter was the undercurrent of strife that both leaders and delegates appeared almost uninterested in the actual convention proceedings, confined by custom to such peaceful preliminaries as listening to the party keynote, and starting the parliamentary machinery to work. The real business begins tomorrow.

Out of a while of weekend developments had come unquestionable signs of a swing toward the Roosevelt candidacy, putting him within striking distance of the nomination unless his organization is wrecked en masse by the mounting dispute over the vital issues of permanent convention organization and rules. So serious were the defections in these issues, however, that even a telephone appeal by Governor Roosevelt himself last night apparently had failed of conclusive results.

The major split was over the proposal of the Roosevelt captains to ignore the hundred-year tradition of the two-thirds rule, and nominate by a plain majority.

Opposed solidly by the non-Roosevelt delegations, whose strength at least approaches half of the convention, this departure also had come under the displeasure of many Roosevelt delegates. Kentucky, North Carolina, Utah, New Mexico, Mississippi, Maine, and Alaska all had either declared against the majority proposition in caucus overnight, or had shown signs of wavering. At a caucus of the big New York delegation, the Rooseveltians mustered only a quarter of the votes.

Test For Roosevelt

A check of the best information available indicated today that the result would be exceedingly close when the question is put to a convention vote, probably tomorrow, with a simple majority required to decide. This is all the more serious to Roosevelt, since a defeat would be, concededly, a blow to his prestige at a critical time.

Almost as close a division was indicated in the dispute over a permanent chairman of the convention, also to be decided tomorrow. Defections are certain among the Roosevelt delegations, which have been asked by their leader to support Senator Thomas J. Walsh of Montana, against J. J. Shouse of Kansas, head of the party's executive committee.

The argument over this convention post had reached a stage of extraordinary sharpness today. Through his manager, James A. Farley, Gov. Roosevelt gave the lie to an earlier statement of Alfred E. Smith by declaring he never gave his word that Shouse would have his support. Shouse countered by making public a stenographic report of a meeting at which it was stated to him that the convention arrangements committee, in "commending" him for the post, had Roosevelt's approval.

Opposition Renews Fight

In the face of the Roosevelt defections of these two issues, the opposition took heart after a period of sinking hope. James A. Reed secured a pledge from his wavering Missourians that they would stand by him. Anti-Roosevelt leaders sought to rally the Illinois delegation, released yesterday by James Hamilton Lewis, behind Melvin Taylor, the Chicago banker, who almost became an active candidate by making a surprise speech at a delegation meeting, declaring he would rather see the party defeated than victorious through "demagogic" appeal to class interest.

Byrd of Virginia, Ritchie of Maryland, White of Ohio, Murray of Oklahoma, and the Garner leaders in the Texas delegation, although not actively joining in the dispute, all were consolidating their lines against the pounding of the Roosevelt men. A telegram was sent to White by W. W. Durbin, an Ohio delegate, asking him to step aside, but there was no immediate reply.

In the midst of these fast-stepping events, today's convention session was like an oasis of quiet.

The delegates were called to convene at noon, central daylight time, in the same bunting-dressed stadium where the Republicans renominated Hoover and Curtis 10 days ago. It fell to John J. Raskob, as party chairman, to rap the gavel and announce the convention underway. The opening prayer, by Evangeline Booth of the Salvation army, some patriotic music, the keynote address by Senator Alben W. Barkley of Kentucky, and committee appointments made up the balance of the day's parliamentary budget.

The committees are to go to work at once, late today. One of them, framing a platform, really has been at its task unofficially since Thursday, trying to draft the shortest party declaration of recent years, proposing submission of a prohibition repealer, lower tariffs, stricter anti-trust laws. It hopes to be ready to report by tomorrow afternoon.

Jungle Robes. Special Tuesday only, 2 for \$1.00. See Page 49.

Silk Dresses \$2.98. Tuesday. See Page 49.

Women's White Mesh Shoes. Pair \$1.35 Tues. See Page 49.

# Rush for Tickets By Visitors for Party Sessions

## Delegates Seeking Admission Cards for Their Friends at Convention

BY KIRKE SIMPSON

Chicago—(AP)—To the rank and file of the Democratic faithful ready for the curtain-raiser session of the party convention, the most important question today was tickets.

Tickets, and more tickets for the show, was what they wanted. Platform niceties, organization battle developments were in the hands of leaders in stuffy hotel rooms or the palatial private headquarters of the rival candidates.

But the precious pasteboards that meant admission to the galleries for their friends were personal matters for Mr. and Mrs. Delegate. The ranks rumbled with gossip and scandalous whispering of trickery over just who was getting in, as they waited for the opening ceremonies to start.

The delegates flocked over the two mile route from the Michigan-blvd hotel front to the convention stadium quite as though today's session was not cut-and-dried, fireworks-less affair it was bound to be.

Opening sessions of national conventions are always alike. They are given over to a strictly limited agenda of keynoting and organization routine.

Not until tomorrow will the real business of the convention be reached. Then the upward of 2,000 delegates, alternates and officials, who are the authoritative voice of the millions of Democratic voters at home, will say their say.

Yet there was no lack of the spectacular as the convention and its paying or invited guests—there were seats for more than 20,000 of them in the huge hall—gathered for the show. Echoes of the recent Republican convention might lurk under that high roof, but the coloring of flags and bunting was bright as ever. The big voiced organ as potent to set toes tapping as it vied with the band in whirling away the time until National Chairman Raskob called the convention to order.

A deluge of rain, poured down from lightning-split clouds with rumbling thunder salutes, swept the lake city late yesterday to ease a close, sweltering Sunday. It played havoc with the decorations along the wide boulevard and elsewhere, most of which have stood, bright and attractive in the rainless days since before the Republican meeting opened two weeks ago.

But even the rain could not dampen the grin of delight on the features of the donkey head that had replaced a cavorting elephant


in deference to party mascot preferences. That lop-eared head, with nose thrusting skyward and lips drawn back as though to emit a raucous and triumphant hee-haw, was the sure sign that Miss Democracy was in town to award her highest party favors.

HE'S CRAZY

INSURANCE INSPECTOR: Would you mind telling me if there is any insanity in your family, lady?

WIFE (a policy seeker): Well, no, not exactly. Only my husband thinks he's boss at home.—Hummel, Hamburg.

COATS — \$3, \$5, \$7 and \$10. Choice of the House. See Page 49.



224 E. College Ave.

Fresh Cut  
Pork Steak . . LB. 7c

New Soft  
Summer Sausage . . . LB. 12c

Sweet Cured  
Breakfast Bacon . . . . LB. 12c

Young Pig  
Pork Shanks . LB. 5c

THE GREAT ATLANTIC & PACIFIC TEA CO.  
Middle Western Dist. Co.  
224 E. COLLEGE AVE.

CIRCUS DAY SPECIALS

FRESH ROASTED PEANUTS, lb. . . . . 10c

CRACKER JACK, 3 for . . . . . 10c

PLUMS, sweet, blue, basket . . . . . 19c

WATER MELONS, large, Georgia Melons, special . . . . . 39c

WE HAVE A LARGE ASSORTMENT OF FIREWORKS

WAUPACA POTATOES, per bu. 49c

FLOUR, Old Home, every sack guaranteed, 49 lb. . . . . 98c

SUGAR, Pure Cane, 100 lb. sack \$4.29

SCHAEFER'S GROCERY

Phone 223

We Deliver

Rain Forces Volksfest Postponement to July 10

Milwaukee—(AP)—Members of German, Austrian, Hungarian and Swiss societies from many parts of the state came here yesterday for the annual German Volksfest—and got wet. Rain dispersed the merry-makers at Pleasant Valley park. Officials of the Deutscher club, which sponsored the festival, postponed it to July 10 and started preparations to care for 10,000 visitors.


VANDALS IN CEMETERY

Dessau, Germany—(AP)—A group of young hoodlums entered the cemetery here Saturday night and demolished some 60 headstones, it was learned today. Forty of the destroyed stones were in the form of a cross.

Women's Beach Sandals. Crepe soles. All sizes, 59c. Turn to Page 49.

Although wood will float on water, sawdust will sink to the bottom.

Jungle Robes. Special Tuesday only, 2 for \$1.00. See Page 49.



ZUELNE BLDG. COR. COLLEGE AVE. AND ONEIDA ST.

Having adopted the "Closing Between Seasons Vacation Plan", closing July 15th for about a month — we are offering our entire stocks in a sensational

## CLOSING OUT SALE

Every piece of merchandise must go regardless of costs — our racks must be cleared by July 15th — Come here tomorrow for greater values and greater savings.

A New Group of

### 54 DRESSES

TOMORROW — from 10 A. M. until 12

\$3

### 171 DRESSES

Washable Crepes in White and Pastel Shades Triple Sheers — Cantons and Flat Crepe In Summery Shades and Black Formerly to \$49.75 . . . Sizes to 44

\$7-\$9-\$11-\$12

Many of these garments are worth 3 times the close-out price!

Plenty Small Sizes

### 26 FORMALS

In smartest pastel shades and black. Laces — Nets and Crepes. Formerly to \$39.75.

\$5-\$7-\$9-\$10

Sensational Values!

### Only 25 COATS Left

Values to \$89.50


These Are Offered for Final Disposal at \$8-\$12-\$16 to \$30

Come Early for a Choice Selection

### 3 SUITS

TOMORROW \$5

Please remember — it isn't HOW MUCH you pay — it's WHAT YOU GET THAT COUNTS! Fashion Shop high quality is your assurance for the finest values!



The Great Atlantic & Pacific Tea Co.

Cold Stream PINK SALMON No. 1 Tall Cans 10c

Sultana RED SALMON No. 1 Tall Cans 27c

Encore SPAGHETTI 4 Cans 25c

Quaker Maid PORK and BEANS 6 Cans 25c

Encore OLIVES Quarts 25c

Rajah SALAD DRESSING Quarts 25c

Sweetheart SOAP 4 Cakes 25c

Rajah SANDWICH SPREAD Small Size 2 For 15c

Cliquot Club GINGER ALE Pints 2 For 25c

Sterling GINGER ALE Quarts 3 For 25c (Plus bottle charge)

N.B.C. DeLuxe Assortment COOKIES 1 Lb. 25c

Extra Large CANTALOUPE 10c Each

Fancy Ripe TOMATOES 2 Lbs. 15c

New CABBAGE 3 Lbs. 8c

CARROTS 2 Bunches 11c

ORANGES Medium Size 2 Doz. 35c



# Congratulations from Appleton's Foremost Hotel

Convention headquarters for Appleton, the Conway greets the City on the occasion of the Opening of the Fine New POST OFFICE and POST-CRESCENT BUILDING and invites Appleton's guests to make full use of Conway facilities.

During the past forty years, the Conway has grown and improved with Appleton. Today, its rooms, facilities and services rank with the best. One hundred and eighty rooms are available.

Appleton's most popular eating place—the Coffee Shop is located in the Conway. Try it tomorrow.



FORMERLY THE SHERMAN



IT'S BIG IT'S MIGHTY IT'S TIMELY!

The Second Big Sensational Week of the

## HEART OF THE SEASON SHOE SALE

STARTS TOMORROW

SAVE NOW!

### CLOSING OUT!

One Choice Lot of Women's PUMPS, STRAPS and TIE PATTERNS

High and low heels, brown kid and black kid, and sea-sand kid. Not all sizes in each style but a complete run of sizes in the entire lot —

## \$1.95

BUY NOW For the "4th"

DON'T MISS THIS SALE

We are CLOSING OUT our entire stock of Women's High Quality Footwear right in the Heart of the Season . . . just before the 4th of July . . . just when women need shoes the most and savings will be the most appreciated. It's a complete CLOSE-OUT . . . Nothing reserved . . . nothing held back . . . everything must be sold to the bare walls by Saturday night. Read the sensational values in this ad, then be one of the many who will attend this gigantic sale.

### White Kid Sandals

Women's White Kid Imported Sandals. All kid leather lining, with military heels, cool and comfortable. Closing Out at..

## \$2.98

### Women's SANDALS

One choice lot of women's sandals in patent leather and colored kid. With the new 1932 boulevard heels. Regular \$6.00 value. Now selling at —

## \$2.98

### New Summer Footwear

In white kid and linen straps, pumps and tie patterns. In either Spike or Cuban heels. Sensational Values —

## \$3.98

### VITALITY HEALTH SHOES

Pumps, straps and tie patterns, mostly Cuban heels. Regular \$5.00 and \$6.00 values. To close out at —

## \$2.98

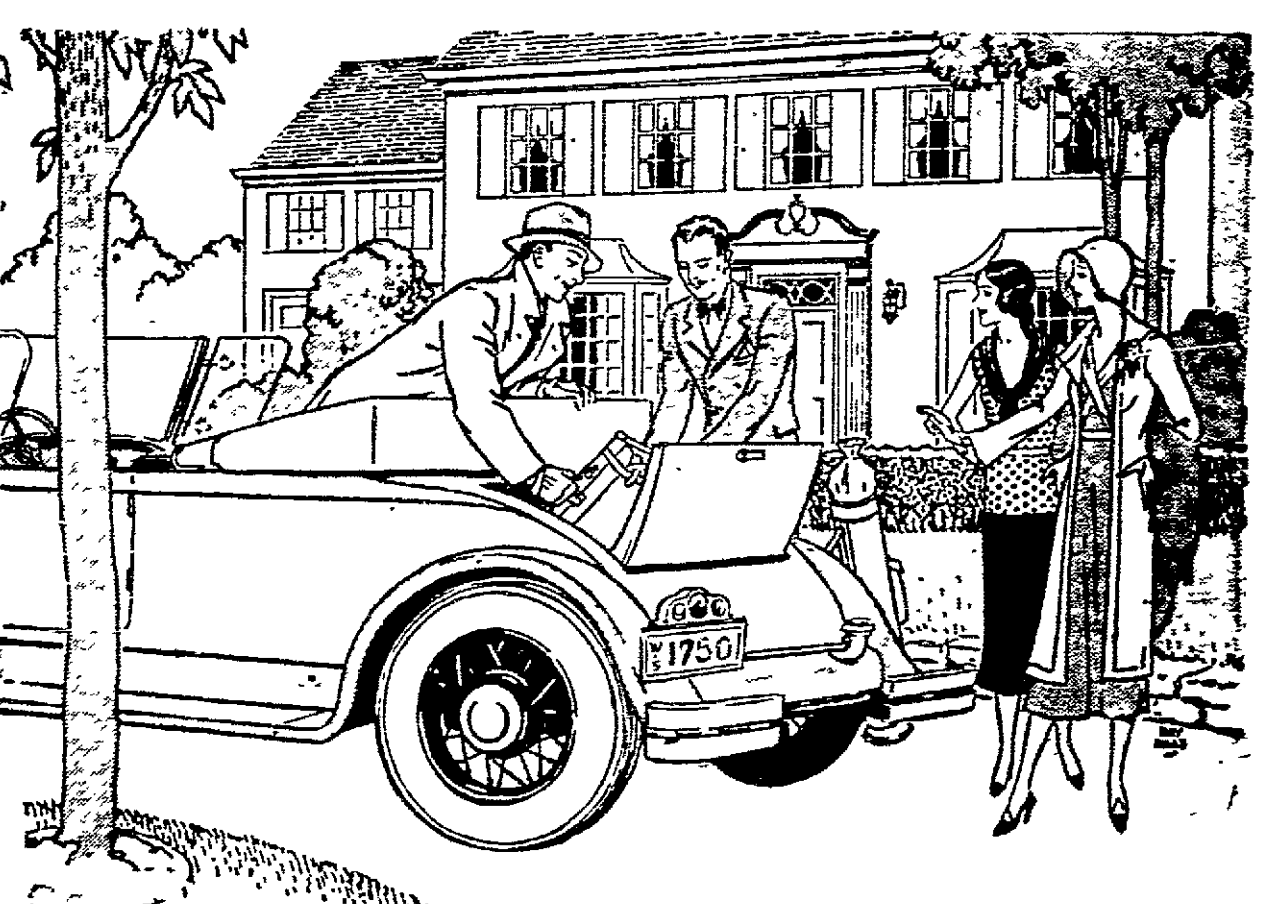
### ONE CHOICE LOT OF WOMEN'S White Kid and Linen PUMPS and STRAPS

Values in this lot up to \$6.00 To Close Out at

## \$2.98

## KASTEN'S BOOT SHOP

224 W. COLLEGE AVE. INS. BLDG.



# Invite them — by telephone

Isn't there someone you'd like to have visit you this week-end? A son or daughter in a nearby city . . . a relative or friend? Then, why not invite them by telephone?

There's something friendly about a telephone invitation. It is more intimate, seems more genuine, and it gets the definite replies that help you make your plans quickly.

The telephone is a real convenience when you travel, too. You can telephone ahead and let people know when to expect you or call hotels and resorts for reservations. Telephoning is the friendly way to extend invitations, and when you travel, it's the sure way of finding your host in readiness at the end of your trip.

## Wisconsin Telephone Company

H. M. FELLOWS, Manager



# Ninth Inning Rally Fails, Appleton Loses To Kimberly

## Papermakers Now Tied for League Lead

Four Hurlers Toil During Afternoon; Pocan Gets Home Run

STANDINGS

	W	L	Pct.
Green Bay	6	3	.687
Kimberly	6	3	.687
Kaukauna	5	3	.625
Wisconsin Rapids	5	4	.556
Appleton	3	6	.333
Shawano	1	7	.125

**SUNDAY'S RESULTS**  
Green Bay 5, Kaukauna 1.  
Wisconsin Rapids 6, Shawano 4.  
Kimberly 3, Appleton 7.

**NEXT SUNDAY'S GAMES**  
Green Bay at Shawano.  
Kaukauna at Appleton.  
Wisconsin Rapids at Kimberly.

**BY GORDON MCINTYRE**  
KIMBERLY—The goose hangs high today in the homes of all the Vets and Vans in this village for the Papermakers, local entry in the Fox River Valley league trimmed Appleton yesterday at the ball park, 8 and 7. The locals were outthit 15 to 12 but they made their blows count. The win moved Kimberly into a tie for first place honors with Green Bay.

Not only that but a couple of the village's own boys made it a real victory with timely hits and sterling work afield. Clarence Pocan returned to the pitching mound for the first time in weeks and although touched for 10 hits and relieved in the seventh frame, kept the blows well scattered and crowned his day's efforts with a home run that cleared the right center fence by inches.

Mat DuPont toiled at first base and although handicapped by a sore hand fielded his post well, laid down a sacrifice bunt and blasted a single through short at the plate.

"Butch" Thain completed the local trimmings which helped in the win. Thain, caving at third base, got a double and single at bat and scored two runs.

**Fourth Appleton Defeat**  
The defeat was the fourth straight for Appleton which yesterday showed a good defensive team and a club that was hitting the onion but failing to produce extra bases at timely moments. Too, the Collegian hurling wasn't so hot and several times sensational play by mages pulled the hurlers, Crowe and Behr, out of bad holes.

Crowe started on the mound for Appleton and the Collegian lineup was further changed by benching of Tomorrow in right in favor of Lake. Eddie Donegan, Manitowish, made his debut at third base in place of George Schultz who has left Appleton.

Crowe allowed ten hits before he retired, giving up singles just about the time Kimberly had a runner reposing on second base. He whiffed one and walked one. Behr relieved him in the seventh and gave two hits, and walked one man. Clarence Pocan's cunning wasn't so hot but he managed to keep Appleton hits well scattered until he went all wrong in the seventh, and with two gone retired in favor of Harry Fahrnkung. Neenah youth, Fahrnkung finished the contest in front only through error going out for he was touched off especially in the ninth when Appleton threatened to tie the score. Pocan whiffed five, Fahrnkung two.

**Score In First**  
Kimberly scored one run in the first inning when Novack singled down third base way, advanced on a sacrifice bunt and scored when Eggert let Hackbart's drive go through his legs. Thain scored Kimberly's second run in the second with a double followed by Ashman's fielder's choice. Donegan tossed the ball home to nail Thain by a foot but Murphy dropped the pill.

**Pocan Gets Home Run**  
Appleton pulled ahead 3 and 2 as the fourth opened when Donegan singled and Weisgerber walked and both scored. Kimberly regained the lead in its half of the inning when Pocan dumped a homer with Ashman on base.

Not contented Kimberly scored twice in the fifth with three singles in succession, some veiled Appleton playing and a long fly ball. An error, walk and long drive through second counted for two more Kimberly runs in the sixth and the Papermakers then led 8 and 3.

After Kimberly had staged a fast double play to open the seventh, Appleton scored two markers. Sandlin singled to right, Murphy singled through second and Lake drew a walk to load the bases. Donegan then obliged with a single to left and Pocan departed to outfield duty as Sandy and Murphy crossed the rubber. Eggert fanned to retire the side, the first strike out for Fahrnkung who had taken over mound duty.

Appleton got a man on third in the eighth but failed to score. Then came the ninth and an Appleton rally that fell one short of tying the score. Murphy grounded but Lake doubled to center. Donegan singled to right and went to second when the ball was played poorly and Lake moved to third.

That brought Eggert to the rubber and he fouled a ball to left, then to right, laid one against the fence and galloped to third to hear it called foul. On his second attempt he singled to left, scored Lake and Donegan and was out trying to stretch the hit into a double. Weisgerber ended the inning and game, and gave Kimberly a win when he rolled to second base.

## Hits and Errors

It was a mighty poor crowd for an Appleton-Kimberly game. There must be a depression or the fans don't like the way the boys play ball.

Bowers singled in the first and was out going to second. He stopped between first and second for some reason or other and was an easy victim of a snap throw from the outfield.

George Weisgerber had another great day at short and performed like a Maraville. In the fifth he almost robbed Thain of a sure hit when he dashed back of second, grabbed a hopper with one hand but was off balance just enough so his toss to first pulled Eggert off the bag and Butch was safe.

Pocan covered first twice during the first two innings and handled out outs. The second, one on Lake, was beautiful for DuPont was sitting on the ground and timed an uncanny toss to "Poke" which the latter just grabbed. It was neat and drew a hand.

"You're crazy," Rod Ashman, Kimberly receiver, exploded at Umpire Herr back of the plate after a decision on balls and strikes. Ashman kicked continually about the guessing and Leo Murphy gave the Brillion filling station owner a couple nasty looks.

Jerry Powell was nipped off first in the sixth by Crowe. Jerry lost his stride diving for the plate and Eggert kept him away so nicely Jerry just looked sheepish and said nothing.

"Windy" Schabo was conspicuous by his absence and he probably will be interested to know some of the folks inquired about him. Schabo likes baseball—but he likes it better than it now is being handed him.

Time must be turning back in its flight—old Joe Muench pilfered two sacks off Murphy. He stole second in the sixth and then worked a double steal and nailed third a few seconds later. Hackbart went to second on the twin robbery.

Boss Murphy certainly earned his shekels catching Crowe. The big fellow was rolling a lot of balls along the grounds and Leo was diving all over the plant stopping them.

Eddie Donegan made his debut at third with three hits and five runs. Weisgerber got three for four. And Art batted a thousand! Lefty singled in his one time to the plate. That's his hit for the year.

## Is This a Habit?

Appleton	AB	R	H	P	O	A	E
Bowers, cf.	4	0	1	3	0	0	0
Sandlin, lf.	5	1	1	2	0	0	0
Murphy, c.	5	1	1	2	0	1	0
Lake, rf.	4	1	1	2	0	0	0
Donegan, 3b.	5	2	3	1	1	0	0
Eggert, lb.	4	1	2	1	0	0	0
Weisgerber, ss.	4	1	3	1	4	1	0
Christman, 2b.	4	0	1	3	4	1	0
Crowe, p.	2	0	1	0	3	0	0
Behr, p.	1	0	1	0	3	0	0
<b>Total</b>	<b>38</b>	<b>7</b>	<b>15</b>	<b>27</b>	<b>12</b>	<b>5</b>	<b>0</b>

Kimberly	AB	R	H	P	O	A	E
Novack, rf.	5	1	1	2	0	0	0
Sargent, 3b.	5	0	1	7	3	0	0
Fahrenkrug, p.	4	0	0	0	0	0	0
Muench, ss.	4	1	2	2	1	0	0
Hackbart, 2b.	4	1	1	2	4	0	0
Powell, lf.	5	0	1	0	1	0	0
Thain, 3b.	4	2	2	0	1	0	0
Gossens, cf.	4	1	2	5	0	0	0
Ashman, c.	4	1	1	7	1	0	0
Pocan, p.	4	1	1	2	1	0	0
<b>Totals</b>	<b>38</b>	<b>8</b>	<b>12</b>	<b>24</b>	<b>12</b>	<b>1</b>	<b>0</b>

Appleton 010 200 202-7  
Kimberly 100 122 008-8  
Stolen bases—Muench 2, Hackbart, 1, Christman, 2, Behr, 1.  
Dumont, Bowers, two base hits.  
Thain, Eggert, Lake, home runs.  
Pocan, double plays—Muench to Hackbart to DuPont; hits—off Crowe 10 in six innings, off Behr two in one inning, off Pocan 10 in six and two thirds innings, off Fahrnkung five in two and one third innings; struck out—by Crowe 1, Behr 1, Pocan 5, Fahrnkung 2; bases on balls—off Crowe 1, Pocan 4; wild pitch—Crowe; umpires—Herr and Block.

## Frankie Parker Is Western Net Titlist

Chicago—(AP)—Frankie Parker, 16-year old tennis wizard from Milwaukee, today was looking about for more and tougher competition. The Milwaukee youngster, who still wears knee-length trousers on the courts, yesterday won the western singles title from Lester Stoen, a towering blond from California at the River Forest tennis club, and did it in workmanlike style. He used the first set for experimental purposes, and after figuring his opponent, wasted little time in grabbing the title. Stoen won the first set, 6-2, but from there, on, Parker handled the six foot, six inch Californian's hard service, and used a baseline game to keep Stoen from using his strength at the net. The scores in the last three sets were 7-5, 6-4, 6-2.

## Paavo Nurmi Shatters All Marathon Records

Viipuri, Finland—(AP)—Paavo Nurmi has served notice on the world's best marathoners that it will take record time to stop him in the Olympic games at Los Angeles this summer.

Running his first marathon in the final Olympic trials here yesterday, "Peebles Paavo" covered the 26 miles, 385 yards in two hours, 22 minutes, four seconds to shatter all existing records for the distance.

The daughter of William E. Hoy, once a noted baseball player, was chosen as the "best all-around athlete" at the University of Cincinnati this year.

## Service Club Golfers Here Wednesday

NORTHEASTERN Wisconsin service club golfers will invade Appleton Wednesday for the second annual service club tournament to be held at Butte des Morts course. The meet is being sponsored by Appleton Optimist club. It was inaugurated last year by Kaukauna service clubs and played over the new Kaukauna course.

Interest in the meet has been running high, according to reports to members of the local committee in charge. Clubs at Manitowish, Sheboygan, Chilton, Green Bay, De Pere, Kaukauna, Clintonville, New London, Neenah, Marshfield, Waukegan, Oshkosh, Fond du Lac and other cities have promised to send teams and a delegation seeking good fellowship prizes. Appleton is expected to enter one of the largest delegations.

The club winning the team championship will receive a cup and there will be gold medals for members of the title foursome. A gold medal also will be awarded medalist for the day's play and a silver medal to runner up.

Good fellowship prizes include house medals and other awards which have not been announced.

The meet originally was scheduled for June 15 but was postponed because of another tournament at West Bend the next day in which down state service club members were enrolled. The Wednesday date then was selected. Members of the Appleton club committee handling the tournament are August Brandt, chairman, Ed Voight, Tim Sauer, Jr., Ben Cherkasky and Dr. C. L. Kolb.

## Wisconsin Rapids Humbles Shawano

Central Wisconsin Club Scores All Its Runs in First, Second

Wisconsin Rapids—Wisconsin Rapids scored a 6 to 4 victory over Shawano in a loosely played Fox River Valley league game here Sunday. The contest was featured by Johnny Kuenn's home run in the second inning with one on, and the hitting of Waukechon, Shawano left fielder, who collected a single, double and triple in five trips to the plate.

The Rapids scored all its runs in the first two innings, and while the visitors threatened several times in the late stanzas Biot settled down with runners on bases to eke out the decision.

Wisconsin Rapids	AB	R	H	E
Koal, 2b.	4	1	1	0
Sandrin, cf.	5	0	2	0
Bromley, 3b.	4	1	1	0
Kuenn, ss.	3	1	2	1
Swanson, lf.	3	1	1	0
Eribernik, rf.	4	0	1	0
McClain, c.	4	0	1	0
Young, lb.	2	1	0	0
Biot, p.	2	1	1	0
<b>Totals</b>	<b>31</b>	<b>6</b>	<b>10</b>	<b>1</b>

Shawano	AB	R	H	E
Waukechon, lf.	5	3	3	0
Reed, lb.	4	1	3	1
B. Reed, ss.	4	0	3	0
Ruben, p.	5	0	0	0
Bandy, c.	4	0	1	0
Smotherman, 3b.	3	0	1	0
David, 2b.	4	0	1	0
Hull, rf.	3	0	0	0
Wege, lf.	1	0	0	0
Jacobs, cf.	4	0	1	0
<b>Totals</b>	<b>37</b>	<b>4</b>	<b>10</b>	<b>2</b>

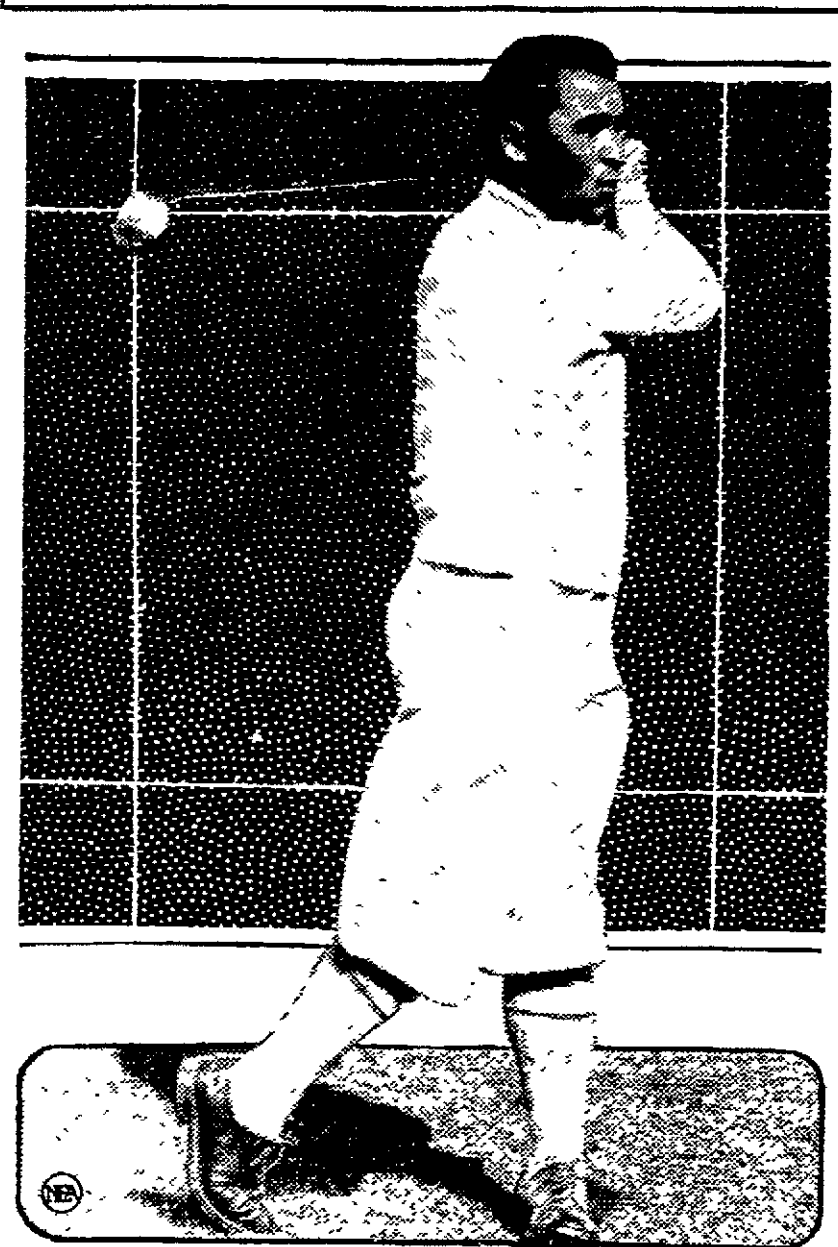
Shawano 102 001 000-4  
Wisconsin Rapids... 330 000 000-6  
Home run—Kuenn. Three base hits—Sandrin, Sandrin, Eribernik. Two base hits—Waukechon. Sacrifice hits—Koal, Kuenn, Young. Stolen bases—A. Reed. Struck out—by Biot, 3; by Ruben, 4. Hit by pitcher—By Ruben, Swanson. Double play—B. Reed to Smotherman. Left on base—Wisconsin Rapids, 5; Shawano, 10. Umpires—Wenzlaff and Schmidt.

## MAJOR LEAGUE LEADERS

**National League**  
Batting—P. Waner, Pirates, .381; Hurst, Phillies, .376.  
Runs—Klein, Phillies, 81; Bartell, Phillies, 55.  
Runs batted in—Klein, Phillies, 75; Hurst, Phillies, 71.  
Hits—Klein, Phillies, 108; Hurst, Phillies, 103.  
Doubles—P. Waner, Pirates, and Worthington, Braves, 31.  
Triples—Klein, Phillies, and Herman, Reds, 12.  
Home runs—Klein, Phillies, 22; Ott, Ott, Giants, and Wilson, Dodgers, 14.  
Stolen bases—Frisch, Cardinals, 11; Klein, Phillies, Stripp, Dodgers, P. Waner, and Piet, Pirates, 9.  
Pitching—B. Bets, Braves, 9-1; Sweetnick, Pirates, 8-1.

**American League**  
Batting—Foxy, Athletics, .379; Walker, Tigers, .369.  
Runs—Foxy, Athletics, 67; Gehrig, Yankees, and Simmons, Athletics, 65.  
Runs batted in—Foxy, Athletics, 63; Ruth, Yankees, 70.  
Hits—Foxy, Athletics, 97; Porter, Indians, 93.  
Doubles—Porter, Indians, and Campbell, Browns, 21.  
Triples—Myers, Senators, 10; Lazzari, Yankees, 7.  
Home runs—Foxy, Athletics, 29; Ruth, Yankees, 22.  
Stolen bases—Chapman, Yankees, 14; Johnson, Red Sox, 10.  
Pitching—Gomez, Yankees, 14-1; Allen, Yankees, 5-1, and Brown, Senators, 10-2.

## BOBBY JONES' SUCCESSOR



GENE SARAZEN

## Sarazen Takes Jones' Place in Golf World

NEW YORK—(AP)—In a much shorter time than anyone thought possible, golf has found a worthy successor to mighty Bobby Jones.

Gene Sarazen's smashing victory in the national open at Fresh Meadow Saturday definitely placed the swarthy professional on the throne vacated two years ago by Jones.

When Jones retired it seemed unlikely that any golfer would arise for years to dominate the game as the Atlanta had done. Yet within little more than two weeks, Sarazen has duplicated Jones' unprecedented feat of winning both the British and American opens in the same year and has bettered Jones' best scores in either classic.

**Better Jones' Record**  
Sarazen's 283 at Sandwich set up a new record for the British open, bettering by two strokes Jones' 285 at St. Andrews in 1927 which had stood as an all-time low for that classic. Gene's 286 at Fresh Meadow

equalled the all-time record for the national open set by Chick Evans at Minneapolis in 1916. Jones' best record in an American open was his 281 at Interlachen in 1930.

What made Sarazen's triumph at Fresh Meadow all the more surprising was that the stocky pro himself thought very little of his chances of winning or even getting up among the leaders until he had completed more than half of his third round.

Then his putts started rolling in from all directions and Gene's confidence suddenly returned. From then on he was unbeatable. His third round 70 put him definitely into the running and he wound up with the most sensational final round in the history of any open classic. That spectacular 66 represented the best 18-hole score ever posted in any national open.

**Bobby and Phil Trail**  
The tragic figures of the tournament were Thomas Philip Perkins, former British amateur champion, and to an even greater degree, Bobby Cruickshank, the wee Scot.

Perkins led the field after the third round and then seemed to have clinched the championship with a par-equaling 70 on his last round for a total of 269.

Cruickshank, who had taken 74 on his first two rounds, broke through with a brilliant 69 in the third round and then topped this off with a 68 on the fourth round to tie Perkins. That was the first time in the history of the national open that any player broke 70 on two successive rounds.

Perkins and Cruickshank thus seemed certain to play off for the title until Sarazen uncorked that smashing finish. Then they were merely runners-up.

**AMERICAN ASSOCIATION**  
W. L. Pct.  
Minneapolis..... 40 29 .580  
Columbus..... 41 31 .569  
Indianapolis..... 40 32 .556  
Kansas City..... 37 34 .521  
Milwaukee..... 34 32 .515  
Toledo..... 35 37 .486  
Louisville..... 28 37 .431  
St. Paul..... 22 45 .328

**AMERICAN LEAGUE**  
W. L. Pct.  
New York..... 45 19 .705  
Detroit..... 38 27 .581  
Philadelphia..... 37 29 .561  
Washington..... 37 29 .561  
Cleveland..... 36 31 .537  
St. Louis..... 33 32 .508  
Chicago..... 28 40 .412  
Boston..... 12 51 .190

**NATIONAL LEAGUE**  
W. L. Pct.  
Pittsburgh..... 33 27 .550  
Chicago..... 35 29 .547  
Boston..... 35 31 .530  
Philadelphia..... 36 34 .514  
Brooklyn..... 33 34 .493  
St. Louis..... 30 32 .484  
New York..... 28 42 .400  
Cincinnati..... 31 42 .425

**SUNDAY'S SCORES**  
**AMERICAN ASSOCIATION**  
Minneapolis-Milwaukee rain.  
Kansas City 4-8; St. Paul 3-2  
St. Louis 9-1; Indianapolis 6-3  
Louisville 11-1; Columbus 6-6.

**AMERICAN LEAGUE**  
New York 6; Philadelphia 3-1.  
Cleveland 10-5; St. Louis 5-6.  
Detroit 5; Chicago 1.  
Washington 8; Boston 4.

**NATIONAL LEAGUE**  
St. Louis 4-3; Chicago 3-4.  
Boston 5-1; Philadelphia 4-5.  
Brooklyn 5; New York 2.  
Pittsburgh 5-9; Cincinnati 0-5.

**TOMORROW'S SCHEDULE**  
**AMERICAN ASSOCIATION**  
Minneapolis at Milwaukee  
Toledo at Louisville  
Kansas City at St. Paul  
Columbus at Indianapolis

**AMERICAN LEAGUE**  
Boston at Philadelphia  
Washington at New York  
Only games scheduled.

**NATIONAL LEAGUE**  
St. Louis at Cincinnati  
Philadelphia at Boston  
New York at Brooklyn (2)  
Only games scheduled.

**100% Pure Pennsylvania Motor Oil. 5 gal. can \$2.39 Tuesday. See Page 49.**

**Men's Dress Pants Tuesday only \$1.98. See Page 49.**

## Kansas City Joins Association Clubs In Flag Scramble

Eases Up Ahead of Milwaukee Four and a Half Games Out of First

**BY WILLIAM WEEKES**  
**Associated Press Sports Writer**  
CHICAGO—(AP)—As if things were not complicated enough before, Harrison (Dutch) Swilling and his Kansas City Blues have nudged themselves into the frantic scramble for first place in the American association.

The Blues have not been far off the pace most of the season, but only in the last week or so, have they been gaining ground. The weekend produced three victories over the forlorn St. Paul outfit, and today Kansas City had eased in ahead of Milwaukee and was in fourth place, four and one-half games out of the lead.

**Birds Fell Before Kems**  
The past two days did Columbus no good in its bid for the top position, the Louisville Colonels acting up to the extent of winning two out of three. The defeats left the Red Birds 29 points behind Minneapolis, which played only one game and made it a victory over Milwaukee. The millers and brewers were kept in idleness yesterday by rain.

Indianapolis also ground by dropping two out of three to the hustling Toledo Mud Hens who today lacked only two victories of reaching the 500 mark.

Louisville, with Bubbar Jonard well until the ninth, took the first game of the Sunday doubleheader from Columbus, 11 to 8, but could do almost nothing with Ken Ash in the second and lost, 6 to 1. Nick Cullop did some tall hitting, connecting for a homer and two singles in the first game, and a homer and a double in the second. His home runs were terrific drives, both clearing the scoreboard.

Toledo packed its punch into two innings to defeat Indianapolis, 9 to 6, in their first game, but located Thomas for only five hits in the second, which was held to seven in the third. The 6 o'clock closing line in the Hoosier metropolis. The Hens scored five runs in the fifth inning of the opener, and came back with four in the ninth to win. Forrest Twogood was nipped for seven hits in the abbreviated contest, and his wildness helped the Indians.

Kansas City trimmed St. Paul, 4 to 3, in the first game, although outthit, while Jack Tising gave the Saints only six hits as the Blues took the second, 9 to 2.

Courtney was two up at the end of the first 18 holes playing getting 44-35 compared to 43-41-84 for Wolter. Courtney's par breaking 35 on the last nine came from a birdie three on the tenth hole. His card: Par (in)..... 443 344 435-30 Courtney..... 343 544 435-36

In the last 18 holes of play Courtney clinched the title by getting a 36 going out and another 35 coming in. Wolter showed 41-40-81 Courtney's card for the last 18 holes—

Par (out)..... 444 535 344-38 Courtney..... 543 544 435-38 Par (in)..... 443 344 435-30 Courtney..... 532 644 434-35

The usual weekend tournaments also featured Butte des Morts play this weekend. In low gross play R. A. McGowan turned in a 77, Charles McKenney 81 and Fred Bendt 81. Eighteen players will divide low net honors and receive golf balls.

The prize winners and scores are: The prize winners and scores are: Art Lemke, 83-12-71; R. Jacoby, 87-15-72; Guy Marston, 89-17-72; W. W. Oake, 94-23-71; Tim Sauer, 94-23-71; H. Landgraf, 90-24-66; W. Hobbs, 94-26-68; G. Schmidt, 98-30-68; H. P. Buck, 83-10-73; James Whalen, 86-13-73; Bud Plank, 89-16-73; Henry Jung, 86-13-73; H. DeBauer, 89-26-73.

The first round of the June handicap has been completed at River View Country club, C. R. Seaborn beat Roy Marston 4 and 3 and now will meet Gordon Derber who defeated C. E. Saecker one up. Stephen Rosebush beat W. Rounds, 5 and 4, and now is slated to meet Dr. E. H. Brooks who defeated Dr. J. B. McLaren, two up.

The second round of the June handicap has been completed at River View Country club, C. R. Seaborn beat Roy Marston 4 and 3 and now will meet Gordon Derber who defeated C. E. Saecker one up. Stephen Rosebush beat W. Rounds, 5 and 4, and now is slated to meet Dr. E. H. Brooks who defeated Dr. J. B. McLaren, two up.

**SUNDAY'S RESULTS**  
Oshkosh 13, Neenah 0.  
adRboy 9, De Pere 0.  
Darboy 9, De Pere 0.  
Athletics 9, Merchants 1.  
Green Bay 9, Little Chute 1.  
Menasha 8, Wrightstown 7.

**NEXT SUNDAY'S GAMES**  
Appleton Athletics at Little Chute.  
Oshkosh at Darboy.  
Neenah at Green Bay.  
Menasha at Appleton Merchants.  
De Pere at Wrightstown.

Orville Refke, hurling for the Appleton Athletics in the Little Fox league, made the Appleton Merchants look bad yesterday after noon and his team trimmed the Wilson school ground aggregation 9 and 1 at Interlake park.

Refke hurled a steady, consistent game working hard on every batter and allowed but two safe hits. He fanned eight batters. Harvey Buss opposed him and whiffed 12 Athletics but gave 10 hits while his mates were hanging up a flock of errors.

The Athletic win moved the team into a tie for second honors with the Merchants.

Oshkosh maintained its hold on first place when it walloped Neenah for its seventh straight win, 13 and 6.

Darboy finally broke into the win column with a 9 and 0 victory over De Pere. Green Bay beat Little Chute 9 and 1, Menasha edged out an 8 and 7 win over Wrightstown in a game that featured a fist fight as an added attraction.

**Arlington Parks Opens 30 Day Racing Program**  
Chicago—(AP)—A lot of grade A thoroughbreds today set about the pleasant business of splitting up the heavy money offered in Arlington park's rich 30-day meeting.

The opening number was the inaugural handicap, a \$5,000 added affair, which was small stuff, except in the quality of the competition, compared to what will follow. There was to be a stake race, with added money of not less than \$2,500 each day, and the total amount to be distributed will run close to \$100,000, making it the world's richest meeting.

Mickey Silverman, former Cleveland baseball player, has been selected for a screen test because of his resemblance to James Cagney.

## Tri-County Leaders Beat Murphy's Corners TRI-COUNTY LEAGUE</



# Pirates Move Into 1st Place In Senior Loop

Win Two Games from  
Cincinnati While Cubs  
Split With Cards

BY HERBERT W. BARKER  
Associated Press Sports Writer  
QUIETLY and unobtrusively,  
George Gibson's Pittsburgh  
Pirates have moved into tem-  
porary command of the honest  
fight the National league has ever  
known.

Winning both ends of a double-  
header from the Cincinnati Reds  
yesterday, the Pirates snatched  
first place by three percentage  
points from the Chicago Cubs who  
split even with the St. Louis Car-  
dinals.

Getting Good Pitching  
Gibson's Corsairs have been win-  
ning because they've been getting  
both air-tight pitching and timely  
hitting. Yesterday Larry French  
gave them their seventh shutout  
victory of the year when he limited  
the Reds to four hits and won 5-0  
in the opener. They won the night-  
cap, 9-5, by scoring six runs in the  
ninth, driving both Carroll and Og-  
den to cover.

Jimmy Reese's pinch double in  
the ninth drove in two runs and  
enabled the Cardinals to trip the  
Cubs, 4-3, in the first game of a  
double bill. Charley Root outpitched  
Dizzy Dean in the nightcap and  
the Cubs won, also by a 4-3 count.  
A crowd of 31,000, biggest of the  
season at St. Louis, saw the games.

The Boston Braves split two  
games with the Phillies, taking the  
first 5-4, and dropping the second  
as Ed Holley held them to nine  
scattered hits. Bill Clark pitched  
the Brooklyn Dodgers to a 5-2 de-  
cision over the New York Giants,  
Tony Cuccinello driving in three  
runs with a home run, double and  
single.

Macks In Fourth Place  
In the American league, the New  
York Yankees protected their eight  
and one-half game lead by beating  
the Philadelphia Athletics again,  
3-2, touching Rube Walberg for  
four runs in the first inning. Char-  
ley Ruffing gave only seven hits  
and fanned six. The Athletics fell  
back into fourth place behind the  
Washington Senators who tripped  
the Boston Red Sox, 8-4.

Blanked by Milt Gaston for seven  
innings, the Detroit Tigers took ad-  
vantage of three errors and two  
walks after two were out in the  
eighth to score five runs and down  
the Chicago White Sox, 5-1. Wes  
Ferrell won his thirteenth game as  
he Cleveland Indians stopped the  
St. Louis Browns, 10-5, in the first  
game of a doubleheader but the  
Browns came back to win the sec-  
ond battle, 6-5. Earl Averill clouted  
his thirteenth homer in the seventh  
inning.

**Sports Question  
Box**

Q.—Is it true that Hiram Con-  
nibear the father of rowing at the  
University of Washington never  
sulled an oar before he began  
coaching Huskie crews?

A.—Yes, Connibear was a trainer  
and was so engaged at Washington  
when he started coaching crews.

Q.—Did Jackie Fields win the  
welterweight title from Tommy  
Freeman by a knockout?

A.—No, Fields stopped Freeman  
in a non-titular match. Big George  
Thompson won the title from  
Fields, who in turn lost to Free-  
man. Thompson regained the title

## LIFE'S ODDITIES

By George Clark



"Come, darling—say thank you, Mr. Rauschentravch."

## King Prajadhipok Back on Throne, Shorn of Power

Signs Proclamation Limit-  
ing Rule and Legalizes  
All Acts of Rebels

Bangkok—(AP)—King Prajadhipok  
reascended the throne of Siam to-  
day, a plain, constitutional mon-  
arch, and the meagre ranks of the  
world's absolute kingdoms was re-  
duced by one.

A new Siam, with a constitution,  
was born of last week's revolution  
by a proclamation signed yesterday  
by the king himself his powers  
were limited and all the acts of the  
People's party, which supported the  
revolt, were legalized.

The somewhat frail king, whose  
word a few days ago was the law  
and who was held in semi-divine  
reverence as a descendant of Bud-  
dha, immediately set to work to  
study the new constitution.

He arrived here before dawn yester-  
day from Huahin, where he had  
been spending a vacation, accom-  
panied by Prince Suasti, Prince Pu-  
rachatra and Prince Alongkut.

Prince Alongkut, former vice-  
minister of war, left the train at the  
public railway station and was ar-  
rested immediately, taken to the  
throne hall of one of the palaces  
and places with the other princes  
who were taken into custody when  
the revolt broke out last week.

The two princes who remained  
with the king were not arrested.

Only a boy scout detachment and  
a few civilians were at the royal  
station, to welcome the king. He was  
taken from the train to Sukkotsai  
palace and shortly afterward  
the minister of the royal household  
went to the headquarters of the pro-  
visional government and returned  
with two representatives of the  
people's party.

The king's party was then taken  
to the palace and conferences over  
the establishment of the new gov-  
ernment began immediately. After  
they were over the king signed the  
proclamation and was recognized in  
his new role.

The civilian leader of the people's  
party is Luang Prates Manudharm,

Brooklyn, after leaving Illinois,  
hopes to land a coaching job next  
fall.

Knit Dresses \$1 Tuesday.  
See Page 49.

100% Pure Pennsylvania  
Motor Oil. 5 gal. can \$2.39  
Tuesday. See Page 49.

## Ojibway Indians to Present "Hiawatha"

Sault Ste. Marie, Canada—Canada  
has its own Oberammergau. For 32  
years the Ojibway Indians of the  
Garden River reserve, alongside the  
city of Sault Ste. Marie, Ont., have  
been presenting a rivalling stage  
version of Longfellow's poem "Hi-  
awatha" in their own language.

"Hiawatha" will be presented this  
year during the last week of July  
at the Canadian Soo "Wolf Week."  
Every character in the piece is tak-  
en by an Ojibway and the whole  
play is given in the Indian lan-  
guage. The action is explained to  
the audience through a loud  
speaker. The players will live in an  
Indian camp with hutch bark lodges  
during the week, and at the camp  
will be shown a pack of live timber  
wolves, a colony of beaver, moose,  
bear and other wild life.

Following the play a Hudson's  
Bay Company barbecue will be  
held, and a lot of other features of  
the life of Northern Canada. The  
whole week's doings will be a bush  
program, in which lumberjacks,  
trappers, voyageurs, prospectors  
and settlers will take part.

## Frosty Peters Will Return to Illinois

Champaign, Ill. — (AP) — Forrest  
(Frosty) Peters, a backfield star of  
the 1928-29 University of Illinois  
football team, has returned to  
complete requirements for a degree.  
Peters, who played professional  
football with Portsmouth, O. and

and then lost to Lou Brouillard.  
Fields won from Brouillard via the  
decision route.

Q.—Was John McGraw a stock-  
holder in the Giants under John T.  
Brush?

A.—He had a few shares of stock  
which were given to him by Brush.

## "Central Cross"

**HORIZONTAL**

1 Napoleon's  
place of exile.  
12 Trapper.  
13 Rounded  
projections.  
15 Composition.  
17 To help.  
19 Double bass.  
21 Fields.  
22 Apple drink.  
24 Common  
laborer.  
25 Work of skill.  
26 Maid-of-all-  
work.  
28 Child.  
29 Ten and I.  
30 Food  
containers.  
31 To clip.  
33 Seventh note.  
34 Rites of a  
religion.  
35 To skim.  
36 Exclamation  
of inquiry.  
38 Digits of the  
feet.  
40 Platform.  
41 To exist.

**Answer to Previous Puzzle**

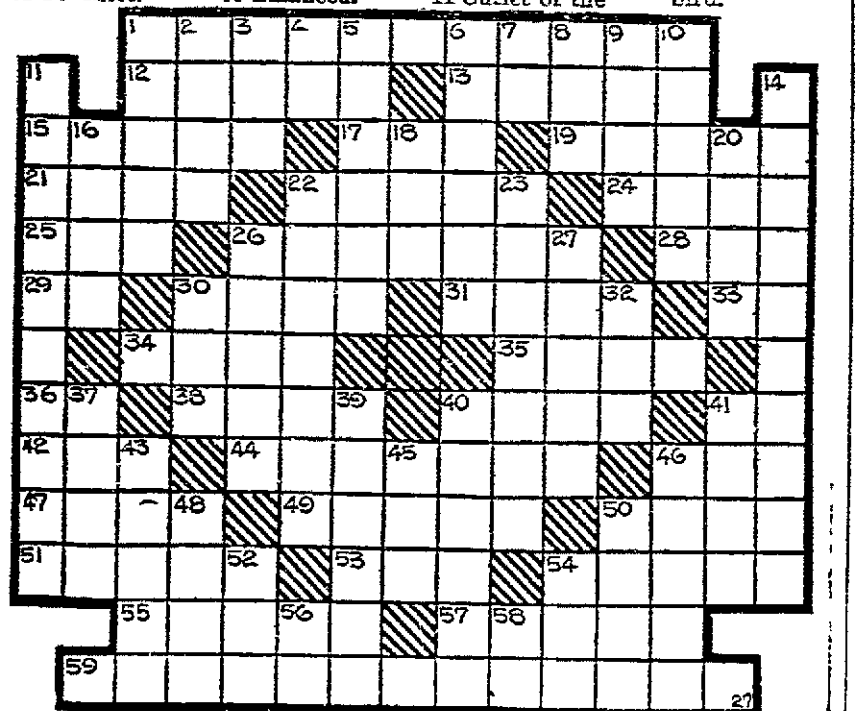
WOMAN, SARCOCARD,  
ILEX, MILLER, EROS,  
CITE, GAMUT, LINKS,  
KOMINIM, ANTREN,  
E, REBEL, VISIT, E,  
RAID, SAD, REGROW,  
SLAIN, RAI, TRADE,  
HANCES, ADAM, AMEN,  
ASTAXES, ROAD, S,  
ME, MUT, MADORE, EL,  
BEES, SKIRT, LARA,  
MOON, SKINS, LION,  
INSTATING, BODED.

**VERTICAL**

1 To perspire.  
2 Intentions.  
3 Wrath.  
4 Northeast.  
5 Prepares for  
the Olympic  
games.  
6 Scares.  
7 Behold.  
8 To recede.  
9 Tide.  
10 Valuable  
property.  
11 Outlet of the  
bird.

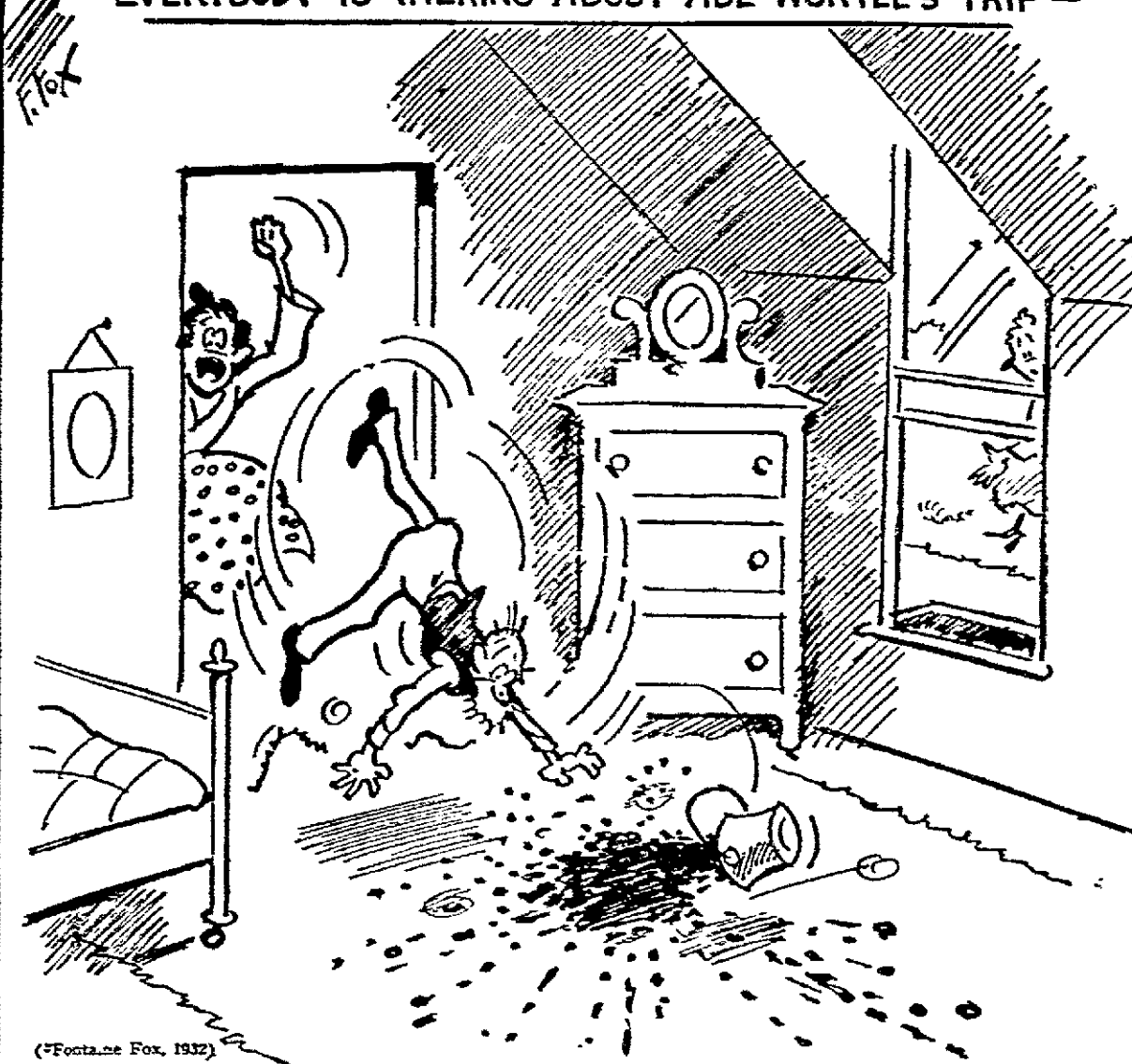
**Great Lakes.**

14 Home of  
Thomas.  
15 Jefferson.  
16 Hither.  
18 Fish.  
20 Carbon in  
smoke.  
22 Middles.  
23 To search  
thoroughly.  
26 Lively dance.  
27 Lawful.  
30 Slash.  
32 Matter.  
37 Substance  
which forms  
horses' hoofs.  
39 Sofa.  
40 To abscond.  
41 Diagonal.  
43 Proportion.  
45 Exclamation.  
48 Concise.  
49 End of fare.  
50 Part of.  
52 To hasten.  
54 Fish.  
56 Right.  
58 Hawaiian  
bird.



## Toonerville Folks

EVERYBODY IS TALKING ABOUT ABE WORTLE'S TRIP — (27)



WHILE CARRYING A BUCKET OF BLACK EARTH FOR THE UPSTAIRS WINDOW BOX.

a brilliant young man who was ed-  
ucated in France. It was generally  
expected that the new constitution  
would provide some form of elec-  
troal franchise for the people.

The city was quiet over the week-  
end.

Herrings caught by Norwegian  
fishermen last season totaled nearly  
85,000,000 gallons

Women's White Mesh Shoes.  
Pair \$1.35 Tues. See Page 49.

Washable Summer Frocks  
\$1.69 Tuesday. See Page 49.

Nearly three-fourths of Ger-  
many's 65,000 musicians and music  
teachers are unemployed.

Knit Dresses \$1 Tuesday.  
See Page 49.

Silk Dresses \$2.98 Tues-  
day. See Page 49.

## Czechs Employ Trade Surgery To Halt Slump

More Than 600,000 Peo-  
ple are Unemployed  
In That Country

BY WADE WERNER  
Prague — (AP) — Indications of eco-  
nomic crisis certainly do not strike  
the eye in bustling, colorful  
Prague.

The outward appearance of pros-  
perity is so marked that the travel-  
er coming from Berlin or Vienna  
unwittingly asks how Czechoslo-  
vakia manages to remain immune  
from world problems.

Vacant, staring shop-windows and  
dusty "For Rent" signs are almost  
non-existent. One can stroll about  
the city for hours without meeting  
a beggar. New automobiles congest  
the traffic.

Yet Czechoslovakia is fighting  
hard to maintain her economic  
equilibrium. Longer than many an-  
other countries, she remained com-  
paratively free from unemploy-  
ment, but now more than 600,000 of  
her 13,500,000 citizens are jobless.

To balance the budget the sales  
tax recently was raised to three per  
cent. The luxury tax is to be in-  
creased from 12 per cent to 18.

To keep money at home for the  
support of home industry, importa-  
tion of foreign products was made  
dependent on special permits from  
a government commission.  
To prevent citizens from carrying  
money out of the country in need-  
less travel, a limit of \$30 was placed  
on the traveler's purse; this limit  
then was reduced to \$20, making  
anything more than a weekend  
abroad impossible without permis-  
sion from the national bank.

Banks Cut Capital

Because the government railways  
quickly felt the drop in industry  
and the throttling of international  
trade and travel, a new minister  
of railways was appointed who  
could bring business and engineer-  
ing experience to the task of keep-  
ing the roads out of the red.

# There's a lot to it!

THE ARTIST blends colors. The  
cigarette maker blends tobaccos.  
The artist must use just the right  
amount of each color to get a  
pleasing effect. And the cigarette  
blender must use just the right  
amount of the right kinds of tobac-  
co to get a better and more pleas-  
ing taste. Both must know how!



The right BLEND . . . the right BALANCE

A "balanced" blend . . . the right Domestic and Turkish  
tobaccos in the right amounts . . . blended in a different way  
... "welded" together.

That's the Chesterfield Cross-Blend . . . an important reason  
why Chesterfields are milder and taste better.

It isn't just taking the tobaccos and mixing them hit-or-miss.

The Chesterfield Cross-Blend makes one type or one variety  
of tobacco partake of the qualities of another. It "welds" to-  
gether all that is best in each variety.

It's a balanced blend in the truest sense . . . giving you what  
really amounts to a new kind of tobacco . . . Chesterfield to-  
bacco . . . milder, more fragrant, better-tasting.

that's why *Chesterfields* TASTE BETTER



**THE NEBBES**

YOU REMEMBER LAST WEEK—FANNY TELLING RUDY ABOUT A VACATION SHE NEEDED. HE DIDN'T TAKE KINDLY TO THE IDEA. HERE SHE IS DIPPING INTO THE QUESTION AGAIN.

RUDY, I HEARD OF A PLACE TO SPEND A VACATION—LORELEI LODGE. THE WEATHER IS DELIGHTFUL, NIGHTS COOL, EXCELLENT BATHING, THE FINEST PEOPLE OF THE COUNTRY GO THERE FOR PRICES AND INFORMATION LITERATURE.

I'VE GOT A RESORT RIGHT HERE THAT I'M TRYING TO CONVINCE PEOPLE IS A GREAT PLACE TO COME TO AND IN THESE TIMES EVERY TIME A PERSON SIGNS OUR REGISTER, I FEEL LIKE KISSING HIM—AND I SHOULD GO AWAY.

THAT'S A FINE RECOMMENDATION FOR THIS PLACE!

I'M NOT COMPLAINING ABOUT THIS PLACE—IT'S A NICE PLACE IF YOU COME FROM SOME PLACE ELSE BUT I'M GOING TO GET AWAY FROM HERE FOR AWHILE—I NEED A CHANGE OF ATMOSPHERE! IF YOU FEEL THAT YOU DON'T WANT TO COME ALONG, I'LL STRUGGLE THROUGH THIS LONESOME PERIOD SOME—HOW.

**Wanderlust**

By Sol Hess

**FRECKLES AND HIS FRIENDS**

THAT'S THE CONSTABLES OFFICE, DOWN THERE AT THE END OF THE HALL!

YEAH—COME ON IN WITH ME—YOU WON'T HAVE TO DO ANY TALKIN'—

HRMPH—WELL, GOOD MORNING, BOYS—WHAT CAN I DO FOR YOU?

AN' NO SOONER HAD THE DOG CATCHER PICKED POODLE UP, WHEN MR. DITMAR, OUT ON ROSEHILL, CAME AN' BOUGHT HER FOR FIVE DOLLARS—I CLAIM ITS MY DOG AN' MR. DITMAR WON'T GIVE HER BACK TO ME.

MR. DITMAR! HIM—AND DO YOU KNOW IF HE HAS A LICENSE FOR THE DOG?

YES, HE HAS—BUT DOES THAT MEAN THAT MY DOG BELONGS TO HIM? ISN'T THERE ANY CHANCE TO GET MY DOG BACK?

WHY YOU HAVE A CLEAR CASE—I'LL NOTIFY DITMAR TO APPEAR IN COURT—HE WON'T LIKE IT, BUT HELL COME, JUST THE SAME!

JUST HOW CONSTABLE EARLY FIGURES THIS A CLEAR CASE IS BEYOND US—BUT WAIT! THE LAW BENDS MANY WAYS!!

**The Wheels of the Law!**

By Blosser

**BOOTS AND HER BUDDIES**

BOOTS KNOWS ABSOLUTELY NOTHING ABOUT THE PLACE WHERE SHE IS GOING, BUT AFTER A LONG, HARD TRIP, SHE FIGURES SHE MUST BE NEARING HER DESTINATION.

I THINK I'LL DROP DOWN AN' FIND OUT, SEZ I.

WELL, THAT'S THAT! OOH OH!! WONDER WHERE TH' OTHER THREE HORSEMEN ARE?? HEY!!!

DO YOU KNOW THAT GUY?

HIM BOSS! LIVE OVER HILL AT BIG HOUSE.

PLENTY FAR! TAKE MY MULE! YOU RIDE HIM.

**The Trip is Over!**

By Martin

**WASH TUBBS**

MAN, YOU LOOK HALF DEAD ALREADY. HOW MUCH LONGER YOU GOT TO SERVE?

FORTY YEARS. TWENTY EEN PRISON—TWENTY EEN EXILE.

POOR OLD PIERRE!

AH, YOU SINK I NEVAIR SEE MY BELOVED FRANCE AGAIN, EH? HAI PIERRE EES SMART, PIERRE GOING ESCAPE.

YEH? 'AT'S NOT DEAD-PAN SAID.

POOF! ZAT DEAD-PAN, HE EES DUMB. SEVEN YEARS AGO I ESCAPE—ZEY CATCH ME ONLY LAS' JANUARY.

WELL, BUDDIE, I SURE WISH YOU BETTER LUCK THAN TH' TIME WE RAN AWAY WITH TH' LIFE BOAT.

AH, MY FRAN, I DON' FORGET ZAT. NEVAIR! YOU TOOK ME WIZ YOU—AND I GOING TAKE YOU WIZ ME.

**Good Old Pierre!**

By Crane

**THE NEWFANGLES (Mom'n Pop)**

WHAT WITH HAVING GRANDMA'S PEARLS, STOLEN RIGHT AFTER THEY LEARNED THEIR VALUE, CHICK AND GLADYS HAVE HAD A LITTLE MORE THAN THEIR SHARE OF GRIEF.

IT WAS THAT DETECTIVE. HE SAYS HE'S DASHING RIGHT OVER WITH SOME GOOD NEWS FOR US!

OH BOY! AND WILL WE WELCOME BACK A LITTLE GOOD LUCK!

GEE! IT'S HARD TO BELIEVE WE'RE GETTING A BREAK!!

THERE HE IS, NOW!

I CALLED T'SEE WHAT YOU INTEND TO DO ABOUT PAYING THIS FURNITURE BILL!!

**It Always Pours!**

By Cowan

**OUT OUR WAY**

MA! MAKE HIM STOP THAT! WHEN HE'S AROUND I DAREN'T SIT DOWN TO SING AND PLAY, WITHOUT HIM GROANING AND ACTING LIKE HE'S DYING.

WELL, AINT I GOT A RIGHT TO EXPRESS MY FEELINGS, TH' SAME AS SHE HAS, IN THIS HOME? WHAT'S THIS PLACE COMIN' TO? CANT TH' DOG YAWN, CUZ TH' CANAR—I MEAN—TH' CATS MEOWIN'?

WHY MOTHERS GET GRAY.

**OUR BOARDING HOUSE**

By Ahren

I HAVE HIRED YOU, MR. HOOPLE, TO GUARD MY COUNTRY HOME DURING MY ABSENCE!—I HAVE AFFECTED THIS DISGUISE FOR MY PERSONAL SAFETY!—OF COURSE, THIS IS IN STRICTEST CONFIDENCE—I POSSESS THE RUSSIAN CROWN JEWELS—AND THIS DOOR LEADS TO THE VAULT WHERE THEY ARE KEPT!—FOR YOUR LIFE, DON'T GO IN THIS ROOM!—THERE ARE THREE HOODED COBRAS INSIDE—AND, IN THE SHORT HALLWAY, THE TRAP-FLOOR DROPS ITS VICTIMS IN A VAT OF DISSOLVING ACID!

EF DEY GITS BY TH' SNAKES, DEY FLOP IN A TANK OB ACID—UM—MP!—

MY WORD!

YO' SHO' LAID OUT A NICE WELCOME DO' MAT FO' 'EM, MISTAH THACKMOTON!

KEEP OUT—AND HOW!

**By Williams**

**Congratulations to THE POST PUBLISHING CO.**

on the occasion of the Formal Opening of the beautiful new POST-CRESCENT BUILDING and to the PEOPLE of APPLETON

on the acquisition of a splendid new POST OFFICE BUILDING

**When Selecting a New Refrigerator**

By All Means See the **NORGE** Rollator — the Lifetime Refrigerator

**Gambler's Throw**

by Eustace L. Adams

**Chapter 13**

**A FIGURE IN GANDGOM**

LUCCI and Mallory went down in a reverberating crash, the gangster clinging to his adversary's throat like a bull terrier to a bone.

Mallory's knees came up in a spasm of pain. His face became mottled, his jade green eyes protruded like those of a gargoyle. His hands beat ineffectually against Lucci's rigid arms as the latter's thumbs pressed down into his windpipe. His arms and legs began to flutter, rapidly losing strength as the life-giving air was denied his labored lungs.

Then, suddenly, he became limp. Lucci held on, oblivious to all the world, except that inhuman face before his eyes.

"That's enough!" Ashwood's voice snapped through the silent room like a pistol shot. Lucci held on.

The cripple hobbled across the floor with amazing speed. His face still bore an expression of disinterested enjoyment. A blue-black streak cut a half circle through the air as the butt of his heavy automatic crashed down on Lucci's head. Without a sign or groan, the intent, rigid figure slumped down like a bundle of old clothes tossed across the insensible form of his enemy.

Ashwood turned away negligently, whistled a shrill, birdlike note and said:

"Put them to bed."

Four burly guards who had materialized out of nowhere at all picked up the two unconscious men and bore them from the room. Then, for the first time in her life, Nancy Wentworth fainted.

The long porch, under the caress of a faint morning trade wind, was almost endurable.

Ashwood lounged in a deck chair, smoking a cigarette and idly gazing over the turquoise water toward the tiny segment of horizon between two islands off the westward. A copy of "Soldiers of Fortune" lay open but forgotten on his knees. If he noticed the quiet man on the beach who lounged near a machine-gun tripod, he was not interested.

"The effect of the heat and the enclosed propinquity, too, offers a study worthy of much consideration. Five carefully selected men and one woman. Out of the lot only you and Mr. Hamilton appear to have withstood the strain without cracking. And I have my doubts about Mr. Hamilton."

Ashwood produced a gold and platinum cigarette case and carefully selected another cigarette.

"But why," demanded Nancy, "did you pick me out as one of your subjects? I'm not at all wealthy. There must be hundreds and hundreds of women who could pay you more than I. If you have already collected \$500,000 from our folks, my share would have been \$100,000. And if mother has paid you that, it has used up every cent I have in the world and more."

"My dear Miss Wentworth!" Ashwood's sardonic voice was shocked. "You don't think I am making you pay your own board bill, I hope?"

"Who is paying it then?"

(Copyright, Dial Press)

"How about the two of us hooking up?" Lucci proposes to Ashwood tomorrow. Ashwood sees the first threat to his kidnaping project.

Britain's record non-stop freight train travels 191 miles from London to Liverpool without a stop.



# Plan Special Services for Anniversary

## Weyauwega Congregation to Observe Eightieth Birthday of Church

Special to Post-Crescent  
Weyauwega—Special services in observance of the eightieth anniversary of the Presbyterian church in Weyauwega will be held in the church at 8 o'clock Wednesday. The following program will be presented: Prelude, selected organ and piano; Anthem, Women's choruses; hymn, "All Hail the Power of Jesus Name." Invocation, the Rev. A. W. Sweeney pastor of Congregational church, New London; duet, Mrs. H. Vetter and Mrs. N. M. Miller, historical sketch, Mrs. G. Stevens of Stevens Point, Work of Women's societies, Mrs. George Haire; The Sunday school, past and present; Adeline Neidhold, vocal solo, Miss Florence Baldwin; greetings from the Presbyterian the Rev. C. F. Damp, Green Bay; hymn, "The Church's One Foundation," vocal solo, Miss Dorothy Vetter of Stevens Point, scripture lesson the Rev. I. Cheek of the M. E. church Weyauwega anniversary address, the Rev. E. C. Henke, Baraboo, former pastor of the church; solo, Arthur Kachish, organ, "O Lord, I have Promised, and benediction."

Some of the other 24 former pastors are expected to be present and speak during the services. Among the former pastors were the Rev. W. L. Clark, the Rev. Paul Brown, the Rev. Charles Ticknor of the Rev. E. C. Henke, the Rev. J. Boyd Stevens, the Rev. W. S. Irvine, the Rev. E. E. Goodwin, the Rev. Jacob Pelz of the Rev. J. M. Kellogg and the Rev. L. M. Lutz. A 6 o'clock banquet at Gerold's hall will precede the evening service.

Mr. and Mrs. Sam Salzman have moved their fair store into the new location on Main-st.

Mr. and Mrs. Salzman purchased the Exchange block early in the spring and have remodeled, redecorated it and fitted it for an up-to-date department store.

Stores in Weyauwega will be open every Wednesday evening.

Many relatives and friends of Mrs. Mary Bozelle gathered at the home of her daughter, Mrs. Mary Keeney, where the 95 birthday anniversary of the former was celebrated on Friday.

Among the guests were Mr. and Mrs. A. McKellar, Mrs. A. Gloggio, A. L. Schuck, Wausau; Mr. and Mrs. H. Rhode, Mr. and Mrs. William Hansen, Mr. and Mrs. Peter Bozelle, Mrs. O. Anderson, Mrs. Jack Bennett, Mr. and Mrs. Harold Bohde, Wausau; Mrs. Ida Nelson, Wausau; Mrs. Ed Nelson, Wausau; Mr. Norman Hoffman, Mrs. Peter Joelle, St. Belle DeGroffe, Appleton; Mr. and Mrs. C. Stier, Josephine Dunn, Mrs. Hedtke and son, Oshkosh; Donald Jones, Milwaukee; Mrs. Mary Bruley, Mr. and Mrs. Carl Dietrich and Mr. and Mrs. J. Keeney, Weyauwega.

The Weyauwega Telephone company, has put on a new exchange service on the six rural lines. Upon a signal from the exchange at Weyauwega, patrons on the rural lines may "listen in" for any news, news, former trading news and articles offered for exchange, broadcast at the request of patrons. This service is becoming very popular here and is something new in telephone service.

# New London Nine Beats Reformatory

## Scores 6 to 4 Win at Green Bay Behind Wing And Westphal

Special to Post-Crescent  
New London—The New London baseball team was one of the few teams to trip up the Green Bay Reformatory nine this year. The locals won Saturday afternoon 6 to 4. Wing performed for the locals, while Westphal helped him out in the later innings. Wing also scored two runs and had two hits, one being a two bagger. Trambauer, Blink and Dayton got Texas leaguers while Gerzer was the heavy stick for Green Bay, getting a double and a homer. The reformatory team had the game clinched until the ninth when Krohn and Westphal got on on errors and Trambauer walked. Poor pegging and fast base running gave New London three runs in this inning. The lineup follows:

Weyauwega	AB	R	H
Westphal	2	1	0
Bert	3	0	0
Wurton	5	0	1
Dayton	5	0	1
Wing	5	2	2
Link	4	1	1
Bozelle	4	0	0
Esser	2	0	0
agolshi	2	0	1
Trambauer	2	1	1
Minister	1	0	0
rohn	2	1	1
Totals	39	6	9

Green Bay	AB	R	H
er	5	1	2
iller	5	0	2
nsie	3	0	1
ohr	4	0	1
nerth	4	1	0
on	4	1	2
organ	5	1	2
clams	4	0	0
iger	4	0	0
Totals	38	4	10

# BOY IS INJURED

## (Special to Post-Crescent)

New London—While playing baseball in the yard, the small son Frank Weger received a deep cut in the right eye when struck in the face by a swinging bat. The boy was brought to the city for attention and is recovering at his home north of the city.

# BALL PLAYERS INJURED

New London—Two local baseball players were out of games Sunday as a result of accidents to their hands. Ed Lathrop, first baseman

# Circulate Petition Seeking Macklin Ouster

Special to Post-Crescent  
New London—A petition is being circulated in an attempt to oust Chief of Police Harry D. Macklin. The move, it is said, grew out of the recent raid at the Ted Walmer home. Members of the police commission, though admitting that they have heard of the petition have not yet been approached in the matter. Members of this commission include F. A. Jennings, A. L. Haase, P. J. Dernbach, William Viel and C. D. Feathers.

# New London Wins From Sugar Bush

## Scores 9 to 7 Victory Although Outhit Nearly Two to One

Special to Post-Crescent  
New London—Although outhit nearly two to one, New London stayed in second place when it defeated Sugar Bush Sunday afternoon in a baseball game, 9 to 7. Edminister was found for 14 hits while the locals got eight hits off of Sheldon and McCone. For the first time this season Sheldon went out of the box, McCone taking his place. The visitors were guilty of seven errors which kept Sheldon in perpetual hot water. The home team had two errors. New London took the game in the fifth inning when they drove in four runs. Sheldon hit two men and, on two errors and Trambauer's single and Blink's double, counted the runs. Sugar Bush came back in the seventh when triples by McCone and Sewall accounted for three runs. In the last innings they were held scoreless. Sheldon got six strikeouts to Edminister's four. Other league games showed Weyauwega beating Clintonville and Pella defeating Bear Creek, with Weyauwega still leading the league. The lineup follows:

New London	AB	R	H
Barton	3	1	0
Dayton	5	1	1
Hall	4	0	0
Ebert	3	2	2
Blink	4	1	1
Besselt	4	1	2
Magsolski	3	1	0
Trambauer	4	1	1
Edminister	4	1	1
Totals	34	9	8

Sugar Bush	AB	R	H
McCone	5	2	3
Dunlavy	5	1	2
Dunlavy	5	1	2
Sewall	5	2	3
Krueger	3	0	1
Sullivan	3	0	1
Sheldon	4	1	0
Russ	3	0	1
O. Hoffman	3	0	0
Wing	1	0	1
Totals	39	7	14

# New London Society

(Special to Post-Crescent)  
New London—Mrs. Kate Self of this city spent the past week with relatives in Dale.

Members of the Masonic Lodge and the Order of Eastern Star with their families spent Friday afternoon and evening at Springdale golf course. Golf was enjoyed during the late afternoon with a picnic supper being served at the clubhouse later.

Dr. J. W. Monsted, Sr., who for several weeks has been a patient at Community hospital, was removed to his home on Wyman-st on Friday afternoon.

Dr. and Mrs. I. E. Cooley of Madison, former residents of this city, were visitors in the city Friday.

Mrs. Vernon Otto of Beaver Dam spent several days of last week with her parents, Mr. and Mrs. Leonard McGregor.

The marriage of Miss Gertrude Margaret Paap, daughter of Mr. and Mrs. Henry Paap of Lebanon, to Paul Hoffman, son of William Hoffman of this city, took place at 2 o'clock Saturday afternoon at Emanuel Lutheran church, the Rev. Walter Pankow in charge. The attendants were Miss Hildegard Paap and Leonard Hoffman. Following the service a reception was held at the home of the bride's parents for the immediate families and a few friends. Those present were Mr. and Mrs. Arthur Much and family, Mr. and Mrs. Arthur Behm and family, William Hoffman, Leonard Hoffman and Bernard Paap of this city and Mr. and Mrs. Frank Paap of Lebanon. Mr. and Mrs. Hoffman will make their home on Pine-st in this city.

Mr. and Mrs. G. W. Demming and Mr. and Mrs. E. C. Jost joined a party of about 25 who spent the weekend at Twin Lakes. Others of the party were from Weyauwega, Oshkosh and Waupaca.

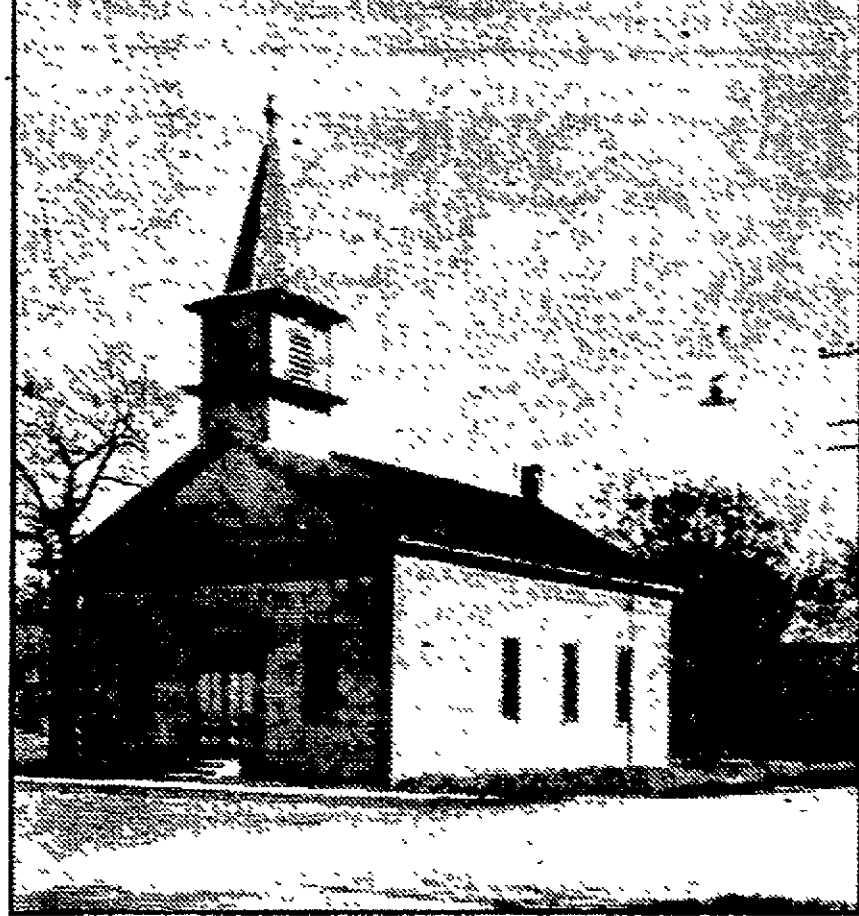
# Clintonville Woman Injured in Accident

(Special to Post-Crescent)  
New London—Mrs. Mary Billings, 69, Clintonville was seriously injured late Sunday afternoon near Leeman when the car driven by Mrs. Elva Bodry, with whom Mrs. Billings was riding, overturned twice. Both women suffered from severe scalp lacerations and a compound fracture of the right arm. The accident occurred when the car hit loose gravel. The women were brought to the local hospital. The condition of Mrs. Billings is critical.

on the Shiocton team, while employed at the Borden company factory here, received a deep gash in the palm of his left hand. The accident occurred Saturday while handling tin plate.

Martin Wing injured the little finger of his right hand when the member was caught between the crank and frame of his car. He managed to pinch hit in the Sugar Bush-New London game on Sunday afternoon. The accident occurred over the weekend.

# CHURCH IS EIGHTY YEARS OLD



Members of the Weyauwega Presbyterian church Wednesday evening will observe the eightieth anniversary of the parish with special services in the church. Former pastors of the church will be present to take part in the celebration. The Rev. E. C. Henke will deliver the anniversary address.

# Name Robert Hugo Bank President; Succeeds Egerer

## A. C. Kingston is Vice President and William F. Strauss Cashier

Special to Post-Crescent  
Chilton—At a meeting of the board of directors of the Commercial bank, Robert C. Hugo, for a number of years vice president of that institution, was elected president to succeed the late F. J. Egerer. Other officers are A. C. Kingston, first vice president; Emil Thiele, second vice president; R. C. Hugo, secretary; Arthur Wolf of Stevens Point, treasurer.

The Sweet Shop, formerly operated by Miss Irma Hipke, but closed during the past winter, has been re-opened by Lester Hipke.

Mrs. Zeno Endres, Miss Helen Reinboer and Byron Crawford were in Manitowoc Wednesday evening, from where they broadcast a program over station WQMT.

Miss Armella Bonk is at St. Agnes hospital in Fond du Lac, where she submitted to an operation for appendicitis on Wednesday.

Mr. and Mrs. Henry Baltz and Mr. and Mrs. Elmer Steinmetz were in Kiel Monday to attend the funeral of Edgar Fluhr.

Mr. and Mrs. Thomas Flatley, son, Daniel, and daughter, Irene, were in Oconto Falls Wednesday to attend the funeral of Levi Lane.

During the year from June 1, 1931 to June 1, 1932 there were 80 marriages in Calumet-co, 270 births and 182 deaths.

Dr. A. B. Jensen of Menasha, son of Mrs. Minna Jensen of this city, is reported to be critically ill at Theda Clark hospital in Neenah.

An automobile driven by the Rev. William Arpke collided with a road grader on Highway 114 near Sherwood on Wednesday. Mrs. Arpke received deep cuts on the scalp, and the other occupants of the car, Miss Bertha Boshard and Rachel Mortimer, were bruised and shaken. The car was badly damaged.

Clifford Engel, son of Mr. and Mrs. William Engel, who spent the past two weeks visiting his parents, returned Tuesday to Techny, Ill., where he is attending St. Mary Mission House. He is preparing himself for admission to the order of the Society of the Divine Word.

Mr. and Mrs. August Schorweide were surprised by relatives and friends at their home Sunday in honor of the twenty-fifth anniversary of their marriage. Sixty-eight guests were present. Since their marriage they have lived on a farm in the town of Chilton. They have three sons.

At a special meeting of the city council the contract for furnishing the city with crushed stone and gravel was awarded to Louis Gerhart of Stockbridge at 99 cents per square yard delivered to any point within the city limits.

Mrs. E. L. Bolton, Mrs. Earl McCourt and son of Appleton, and Dr. and Mrs. R. V. Luce of Akron, Ohio, were Chilton visitors Wednesday. Dr. Luce and Mrs. Bolton and Mrs. McCourt are native Chiltonians, children of the late Dr. and Mrs. J. E. Luce.

# Grocers Can't Agree On Night Closing Move

Special to Post-Crescent  
New London—An attempt by local grocers to agree to close all small grocery stores on all nights but Saturday and Wednesday and holidays was defeated by the non appearance of most of the 22 merchants notified of the meeting. Of the eight present, six were in favor of the general closing agreement while two opposed the project. It is probable that the present hours will be continued. The meeting was held at the Chamber of Commerce office Friday night.

# Black Creek Women at County Auxiliary Meet

Black Creek—Mrs. A. E. Rohloff and Mrs. Andrew Fischer attended the meeting Thursday evening at Seymour of the American Legion auxiliary of the county council. A banquet was held at the Methodist church, after which cards were played at the Legion hall.

A. E. Rohloff and R. D. Bishop, scout master and assistant scout master, took the Boy Scouts to Shawano lake Thursday afternoon for an outing.

The Rev. and Mrs. Carl Kluge and children of Nashville, Ill., and the Rev. and Mrs. John Melcher and children of New Bremen, Ohio, are visiting relatives in this community.

# Jacob Hephner Marries Girl from Maple Creek

Chilton—The marriage of Jacob Hephner, son of Mr. and Mrs. James Hephner of the town of Randolph, and Miss Zola Young, daughter of Mrs. Virginia Young of Maple Creek, took place at St. Mary's church in Bear Creek Tuesday morning. The ceremony was performed by the Rev. John G. DeVries. The attendants were Miss Genevieve Couillard of Kimberly, and Adrian Young, Mr. and Mrs. Hephner will reside on a farm near Hilbert.

Miss Marella Marie Ott, daughter of Mr. and Mrs. John Ott of Chilton, and Ferdinand Peter Konen, son of John Konen of Malone, were married at Holy Trinity church in Jericho at 9 o'clock Tuesday morning. The ceremony was performed by the Rev. Francis Heiman. The bride was attended by her sister, Luine Ott, as maid of honor, and the bridesmaids were the Misses Marguerite Gergen of Beaver Dam and Agatha Gergen of Milwaukee, the latter a niece of the bridegroom. Al Sabel of DePere was best man, and the ushers were Leo Ott and Melchior Braun. After the ceremony a wedding reception and dinner were held at the home of the bride's parents.

Mr. and Mrs. George Berger have moved into the Egerer home. They will make their home with Mrs. Egerer, mother of Mrs. Berger.

Sisters Mary Anselm, Mary Dennis and Mary Lois, teachers in St. Augustine parochial school, left this week. They will spend the summer at the Mother House at Silver Lake.

George Mueller employed at the Carnation plant, has rented the Berglin home on Main-st. He will move July 1. Mr. Berglin and son Arlin will spend the summer with the former's son, Harvey, in Woodville, after which they will go to Milwaukee to live with Mr. and Mrs. Arthur Schroeder.

Jack, the six year old son of Mr. and Mrs. Otto Boettcher was struck by an automobile while on his way home from the fair grounds on Tuesday. He was badly bruised and scratched, and was unconscious for a time, but is recovering. He was taken to the office of a physician for the driver of the car.

Mr. and Mrs. Peter Endres, Mr. and Mrs. Chris Hertel and Peter Endries were in Marshfield Tuesday to attend the funeral of Joseph Endres, 73, brother of the former, who died at his home in that city. He was born in St. Nazianz and had lived at Marshfield for the past 33 years. Survivors are the widow, eight daughters, three sons, three brothers and one sister.

Mr. and Mrs. Emil Jodar were in Ripon Thursday to attend the funeral of the mother of the latter, Mrs. Ferdinand Boeming 61, who died at her home Sunday. Survivors are the husband, three children, three sisters and three brothers. She was born in Germany, coming to America at the age of 13. She has lived at Ripon for the past 10 years. She was well known in this city, having visited frequently at the home of her daughter.

Robert Ellsworth of Detroit, Mich., has leased from Peter Endres the store building formerly occupied by A. Klanner, and will open a store about July 1.

R. C. Hugo, president of the Commercial Bank left Thursday for Milwaukee to attend the Wisconsin Bankers' convention.

The county clerk, John Brocker, attended a convention of county clerks at Fond du Lac this week.

# New COURT OPEN

New London—Play was opened Saturday on the new tennis court located on a corner lot at Mill and E. Cook-st. The work of plowing, grading and surfacing the court was done by Simon Knapstein, Carroll A. Jeffers and Junior Krake.

# Chilton Kiwanis Members Attend Inter-club Meet

## Joint Meeting Held at Centerville—District Officer is Speaker

Special to Post-Crescent  
Chilton—The Kiwanis club attended a joint meeting of the Kiwanis Clubs of Manitowoc, Sheboygan, Plymouth and Chilton, at Centerville Thursday evening. A 6:30 dinner was served, about 80 being present. The presiding officer was the president of the Sheboygan club, Lieutenant Governor Charles M. Gleason of Manitowoc gave a short address. Other talks were given by E. G. Nash of Manitowoc, Walter Senty, president of the Plymouth club, and Mr. St. Clair, president of the Manitowoc club.

Twenty five members of the Calumet Golf club were in Sheboygan Thursday to play a match game with Sheboygan golfers, upon whose banner victory perched. The Chilton men were entertained at dinner by their hosts.

J. H. Armstrong, teacher of economics and history in the school has taken the agency for the Equitable Life Insurance company in Calumet-co for the summer vacation.

Mrs. John Schwartz, and daughter Margaret, Mr. and Mrs. Theodore Christoph of this city, and Mr. and Mrs. Emory Mangold and sons Robert and John of Wausau were in Madison Monday to attend the commencement exercises of the University of Wisconsin, at which the degree of Doctor of Philosophy was conferred on A. J. Schwartz, son of Mrs. John Schwartz. Dr. Schwartz is a graduate of the local high school and of the University. For a number of years he has been an associate professor of botany and pharmacognosy at the University of Tennessee. He is now visiting relatives in this city for part of his vacation. He will return to Memphis, Tenn. in the fall to resume his duties at the university.

Funeral services for John Bersch, 78, who died at his home in the town of Brothertown last Sunday were held from Holy Trinity church at Jericho Wednesday morning, the Rev. Francis Heiman in charge. The pallbearers were six grandsons Herbert and Leo Probst and Lawrence Halman of Fond du Lac, Adolph Halman of Chicago and Arthur and Irving Gruber of Chilton. A seventh grandson, Roman Gruber acted as cross bearer. Mr. Bersch was born in Sheboygan-co, where he lived until his marriage to Miss Anna Lisfelt in 1881, when moved to Charlesburg, and later to St. Cloud. Thirty seven years ago they moved to the town of Brothertown, where they have since resided.

Surviving are the widow, six daughters, Mrs. Edward Halman, Mrs. Math Propson and Mrs. Lambert Lau of Fond du Lac, Mrs. George of the town of Chilton, Mrs. Jacob Ludwig of Chilton and Mrs. Ambrose Wirtz at home and by three sons, Anton of Sheboygan, Joseph and John at home.

Out-of-town attendants were Mr. and Mrs. Ole Olson, Joseph Pimpl, Henry Bersch, Mrs. Mary Volkrodt, Milwaukee; Peter Bersch, Dr. A. Bersch, Mr. and Mrs. Anton Cholsta and daughters, Mr. and Mrs. Frank Bersch of Sheboygan; William Bersch of Sheboygan Falls, Mr. and Mrs. William Runk, Mr. and Mrs. Paul Jost, Mrs. A. Norwasky, Charles Wummler and son Harold, Cleveland; Mrs. Anna Fromme, Mrs. Wm. Anhalt, J. Bersch, Mrs. Anna Pimpl, Mr. and Mrs. Ed Hegger and son Clarence, Mr. and Mrs. John Berg of Watertown; Mr. and Mrs. Math Koenigs, Mr. and Mrs. Steve Andrews, Mrs. Frank Wirtz, Mrs. Gilbert Wirtz, Mr. and Mrs. Richard Wiechmann, Mr. and Mrs. Ray Wiechmann, Joseph Heitz, Fond du Lac; Mr. and Mrs. Ed Wirtz, Oshkosh; Mr. and Mrs. Aug. Nisler and family, Mr. and Mrs. Rudolph Verwerst, Mr. and Mrs. A. V. Boll and daughter Eunice of Charlesburg; Mr. and Mrs. George Hoffman and family, Mr. and Mrs. Joseph Fodes, Mr. and Mrs. August Heide, George Suttner, Mr. and Mrs. Irvin Suttner, Mr. and Mrs. Anton Heimermann, Mr. and Mrs. Anton Suttner, Charlesburg; Mr. and Mrs. Arno Martin of New Holstein.

Lucille Blonien entertained five girl scouts at her home in Colu-metville from Monday to Wednesday evening. The girls camped on the shore of Lake Winnebago, on the Blonien property. They were Anna Marie Youngbeck, Katherine Timm, Delphine Daun, Marjorie McGrath and Katherine Minahan. They were accompanied by their scout leader, Mrs. Roland Tesch.

Miss Ethel Koeh gave a dance revue at the Sheboygan theatre Thursday evening and the following members of her Chilton class took part: Betty Lou Maples, Audrey and Buddy Schaefer, Ruth Ann Mesear, Phyllis Madler of Hilbert, Gene and Richard Pfeiffer, June and Audrey Drein, Marion Bell, Ronald Dhein, Vilma Paulsen, Ellen Pinnow, Isabelle Steffen, and Phyllis and Germaine Luther. Many Chilton people attended the revue.

Mr. and Mrs. H. F. Arps and Mr. and Mrs. George Goggins were in Oshkosh on Wednesday to Friday to attend the convention of the State Bar association.

Mrs. Anna Osthoff and Mrs. G. M. Morrissey were in Fond du Lac Saturday to attend a meeting of past officers of the Sixth District Federation of Women's clubs. This is the only organization of its kind in the state, no other district having past officers' organization. The meetings are held annually.

Vincent Reinboer, son of Mr. and Mrs. John Reinboer of this city, and Miss Edna Schomisch, of Sherwood, were married at Marinette Thursday morning by the Rev. Schmidt. Mr. and Mrs. Reinboer will reside in Chilton.

Mrs. Anna Bersch, who fell and fractured her hip last week and was taken to St. Agnes hospital in Fond du Lac, was brought to the home of her daughter, Mrs. Jacob Dohr Thursday. On Saturday morning she suffered a slight stroke of paralysis, and her condition is reported to be serious.

Jack Mortimer, 10 year old son of Mr. and Mrs. Ralph Mortimer, broke his right arm in two places

# Former Dale Residents Arrive From Washington

Dale—Mrs. Elvie Pagel and Fred Valost of Washington, D. C., were guests of friends here last week. Mrs. Pagel was a former Dale resident.

Linda Siewert submitted to an operation on her nose at St. Elizabeth hospital at Appleton Wednesday.

Walter Grossman, who has been attending Marquette university at Milwaukee, is home for his summer vacation.

Mary Lou Daufen of Oshkosh is visiting at the Daufen home.

The Rev. and Mrs. Grosshuesch of the Mission House near Sheboygan are visiting at the home of their son, the Rev. H. Grosshuesch.

# Alfred Otto Weds Beatrice Laahs

## Clintonville Couple Married This Afternoon At Waukegan

Clintonville—The marriage of Miss Beatrice Laahs to Alfred Otto, both of this city took place at Waukegan Monday afternoon. They were attended by Mr. and Mrs. M. Metzger of Waukegan, the latter being a sister of the bride.

Mrs. Otto is the daughter of Mr. and Mrs. William Laahs, Sr., of this city and was a graduate of Clintonville high school in 1928. For a number of years she has been employed in the office of the F. W. D. Co. here. The groom is the son of Mr. and Mrs. Herman Otto of Osseo and for several years has held a position in the printing department at the F. W. D. office.

The young couple will spend a week on a honeymoon trip to various places in the state, after which they will make their home in this city.

A group of friends met at the cottage of Mr. and Mrs. George Hughes on Long Lake Friday afternoon to honor the former on his birthday anniversary. The time was spent informally, and a supper was served.

Miss Beatrice Laahs was honored at a pre-nuptial shower Thursday evening, given at the Northwest hotel by the Misses Margaret Dearth and Mrs. J. Lightbart. A 7 o'clock dinner was served, with covers laid for 19. Following the dinner, a sumptuous party provided entertainment. Those receiving prizes at cards were the Misses Lillian Schunk, Marcella Beschta, Esther Kuschel and Grace Pehl. Others present were the Misses Luu Freeborn, Gertrude Rudolph, Dorothy Pockat, Leone Neitzke, Isla Postel, Margaret Kuschel, Myrtle Hamilton, Irene Kahl, Pearl Schroeder and Mrs. Leo Polzin Jr.

A new residence is being erected for Mr. and Mrs. Clarence Rohrer at the corner of N. Clinton-ave and W. 13th-st.

Mr. and Mrs. August Fetzler are building a new home on W. Ninth-st adjoining the Dr. Robert Fischer property.

At a meeting of the S. O. E. club Friday afternoon in Masonic hall, it was voted to discontinue regular bi-monthly meetings during July and August. A picnic will be held July 22, at the James Sorenson cottage on Pine Lake.

Members of her bridge club honored Mrs. H. G. Zander at party Thursday afternoon at the Edwin Hangartner cottage on Pine Lake. Two tables of bridge were played and a luncheon followed. Honors at cards went to Mrs. William Schumacher and Mrs. C. C. Gray.

A daughter was born Thursday to Mr. and Mrs. Joe Peteka of this city at Clintonville Community hospital.

The infant son of Mr. and Mrs. Wesley Parfitt, born Saturday morning at the local hospital, died a few hours later of the same day. Interment took place at Graceland cemetery. Survivors are the parents and one sister Patricia of this city.

Mrs. H. B. Dodge, Mrs. Carl Schaub, Mrs. Gertrude Schuri, Mrs. M. B. Lendved, Mrs. August Pinkowsky, Mrs. Mary Billings, Mrs. R. W. Mossholder, Miss Amelia Metzner and Mrs. W. A. Carley were those from here who attended the annual W. C. T. U. county convention held Wednesday at Waukegan. Mrs. Dodge was elected county treasurer. Mrs. Mossholder, Mrs. Lendved and Mrs. Schaub were appointed heads of various committees.

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Mrs. E. J. Perkins was the winner in the ladies' blind bogey tournament held Thursday afternoon at Riverside golf course.

A large crowd attended the dance at Broadview pavilion near the city Friday evening given for the benefit of Clintonville Community hospital. Sponsoring the event were the local posts of the American legion, Veterans of Foreign Wars and their auxiliaries. Archie Butch's orchestra played the dance program.

# Readfield Nine in Win Over Greenville

New London—Readfield tripped Greenville Sunday afternoon by a 10 to 7 score in a game played at Readfield. R. Schultz and Anderson were the Greenville batteries, with A. Gorges, Al Wing and McHugh performing for the winners. Hits were about evenly divided, the winners having 16 to the losers 15. Handler of Greenville and Wing of Readfield had perfect days at bat, each getting four hits. Wing after leaved Gorges in the fourth after runners were on second and third and retired the side. Greenville scored five times in the third for their big inning while Readfield scored three in the fourth, four in the fifth and three in the sixth.

between the elbow and wrist on Thursday evening. He was jumping from the limb of a tree, and he fell to the ground.

Men's Dress Pants Tuesday only \$1.98. See Page 49.

# Freedom Couple Attends Wedding in Milwaukee

Special to Post-Crescent  
Freedom—Mr. and Mrs. John Schuh attended the wedding of their son, Norbert to Catherine Millies, daughter of Mrs. Catherine Millies, Saturday morning at the Gesu church in Milwaukee.

Mrs. John Schommer fractured her right arm Thursday when she fell.

Mrs. Bert Maynard, sons Jack, Billie and Bob of Milwaukee are spending several weeks with Mr. and Mrs. Nic Niesch.

Dorothy Rucker, Clara Ebbert, Agnes Ebbert and Mada Hooyman have returned from Notre Dame convent, Milwaukee, where they have been attending school.

Mr. and Mrs. John J. Hooyman entertained the following friends Sunday in honor of their daughter:

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# Uncertainty In Dividends Lowers Stocks

## Norfolk & Western Drops Nine Points to a 25

### Year Low of 57

(Copyright, 1932, Standard Statistics Co.)

Today	Yesterday	Week Ago	Month Ago	Year Ago
50	51	52	53	54
51	52	53	54	55
52	53	54	55	56
53	54	55	56	57
54	55	56	57	58
55	56	57	58	59
56	57	58	59	60
57	58	59	60	61
58	59	60	61	62
59	60	61	62	63
60	61	62	63	64
61	62	63	64	65
62	63	64	65	66
63	64	65	66	67
64	65	66	67	68
65	66	67	68	69
66	67	68	69	70
67	68	69	70	71
68	69	70	71	72
69	70	71	72	73
70	71	72	73	74
71	72	73	74	75
72	73	74	75	76
73	74	75	76	77
74	75	76	77	78
75	76	77	78	79
76	77	78	79	80
77	78	79	80	81
78	79	80	81	82
79	80	81	82	83
80	81	82	83	84
81	82	83	84	85
82	83	84	85	86
83	84	85	86	87
84	85	86	87	88
85	86	87	88	89
86	87	88	89	90
87	88	89	90	91
88	89	90	91	92
89	90	91	92	93
90	91	92	93	94
91	92	93	94	95
92	93	94	95	96
93	94	95	96	97
94	95	96	97	98
95	96	97	98	99
96	97	98	99	100

New York—(P)—The stock market shipped through support lines in an early afternoon selling flurry today, which reduced the general level to approximately the cyclical low of June 1. Selling let up a little in the late trading, but the closing tone was weak, with numerous losses of 1 to more than 3 points. The turnover approximated 800,000 shares.

Selling was somewhat selective, and was largely concentrated in issues harboring dividend uncertainties, particularly those on which action is due this week. But American Can, a weak feature last week, steadied and closed about unchanged, appearing to be the only stock closed down 2 or more, and U. S. Steel, American Telephone and Electric, and Santa Fe declined more than a point to new lows.

Norfolk and Western is one of the new roads that has not yet out its regular annual rate, which is \$10. Last year's earnings exceeded \$14 a share, but substantial shrinkage is indicated for this year. Extras of \$2 were ordered both last year and in 1930. The dividend meeting is slated for tomorrow.

Santa Fe and American Can and Allied Chemical directors also are expected to meet. Westinghouse Electric directors are scheduled to meet Wednesday.

With these dividends out of the way, the market will have something of a breathing spell so far as readjustment of disbursements to stockholders in leading companies is concerned. But indications that the relief program may keep congress in session for another week or two, and the prospect that the Lausanne conference may adjourn until September, tended to dim hopes of a resumption of the rally. In the meantime, interest in the Democratic convention was intense, because of the likelihood that important declarations on economic policies would be forthcoming.

## Today's Market At a Glance

Stocks: Weak; leaders touch new lows.  
Bonds: Irregular; U. S. government firm.  
Curb: Heavy; utilities soft.  
Foreign exchanges: Irregular; gold currencies steady.  
Cotton: Higher; unfavorable weather; steady cables.  
Sugar: Higher; Wall street buying.  
Coffee: Quiet; European buying.  
Chicago—Wheat: Easy; bearish northwest crop reports; cashess stocks.  
Corn: Active; July liquidation; cashess foreign markets.  
Cattle: Dull and mostly steady.  
Hogs: Active and higher.

## BANK STOCKS

Bank	Price
Chase Natl	194 214
Comm	85 93
Fifth Ave	940 940
First Natl	875 875
Manhattan	164 164
Nat City	224 224
Public	151 172
Trusts	
Bankers	41 43
Bklyn Tr	103 118
Can Hanover	884 924
Chemical	274 294
Contl	124 134
Corn Exch	41 44
Empire	134 154
Guaranty	174 184
Irving	134 144
Mtys	164 184
N Y Tr	56 59
State G T	27 30
U S	90 100

## Foreign Markets

London—Gilt-edged securities and foreign issues were quiet and easy. American shares declined in sympathy with lower Wall-st prices. Interest was revived in gold mining and shipping shares. The close was easy.  
Paris—Price fluctuations were small and trading quiet. French rentes steadied after early weakness. International issues advanced and rubber shares were strong in anticipation of a reduction in the stock on hand.  
Berlin—Trading was quiet on the boerse today.

## CHICAGO POULTRY

Chicago—(P)—Poultry, alive, 42 ducks, steady; fowls, 12; colored roosters, 14; fryers, 16; spring turkeys, 12-14; roosters, 9; turkeys, 10-12; spring ducks, 8-10; old 7-8; spring geese, 11, old 8.

## MILWAUKEE STOCKS

Insurance Sec ..... 1 1  
Wis Inv A ..... 1 1

# Hog Prices Open Week With Rise

## Peak of \$4.65 Highest in More Than 3 Months; Equals March 24

Chicago—(P)—The rising tide of hog prices went into its fourth week today with an initial advance of 10-15c, carrying the peak to \$4.65, highest in more than three months and equalling the top of March 24. Sharp falling off of supplies at all of the principal markets as compared with a year ago has made killers apprehensive and eastern buyers went into a scramble for choice lights, and butchers averaging under 210 lbs. Bulk sold early at \$4.45-4.60.

Local receipts of 27,000, one-third of which went direct to packers, though slightly above last Monday's slim run, were 14,000 lighter than a year ago, and twelve markets reported a shrinkage of 57,000. Pigs showed the maximum upturn extending prices as much as 25c above last week's closing quotations in some instances, while heavy butchers got the poorest action at 5-10c higher figures. Packing sows ruled fully 10-15c higher.

Cattle receipts were up to expectations and carried sufficient choice steers to check any rush for high grade offerings. Packers received 350 head direct from outside points. Opening trade was slow and pigs were nominally unchanged.

The major portion of the fresh run of sheep went direct to packers, who reported 13,100 received on through billing. The limited number of lambs on sale met with indifferent inquiry at the outset and steady prices were quoted for choice lambs.

## MILWAUKEE LIVESTOCK

Milwaukee—(P)—Hogs, 1,000; 15-25c higher; good lights 150-200 lbs. 4.15-4.40; light butchers 200-250 lbs. 4.15-4.50; heavy and fair butchers 325 lbs. and up 3.85-4.25; unfinished grades 3.25-4.25; fair to selected packers 3.35-3.85; rough and heavy packers 2.75-3.25; pigs 100-150 lbs. 3.25-4.35; stags 2.50-3.25; governments and throwouts 1.00-3.00.  
Cattle 6,000; steady; steers, good to choice 4.00-5.00; medium to good 3.50-4.50; fair to medium 3.00-4.00; common to fair 2.75-3.25; cows, good to choice 3.00-5.00; fair to good 2.75-3.00; cows, canners 1.25-2.75; cows, cutters 2.00-4.00; bulls, butchers 2.50-3.00; bulls, bologna 2.25-3.75; bulls, common 2.00-2.75; milkers, springers, good to choice (common sell for beef) 35.00-40.00.  
Calves 1,000; 25-50c lower; selects 6.00; good calves 5.25-5.75; fair to good 4.50-5.00; common 4.00-5.00; throwouts 3.00; heavy vealers 180-300 lbs. 5.00-5.50; grassy 3.00-4.00. Sheep 100; 25c lower; good to choice 6.00 lbs. and up native lambs 5.50-6.00; fair to good 4.50-5.00; native bulk lambs 4.30-5.00; clipped yearlings 4.00-5.00; cull native lambs 3.00-4.50; ewes 1.00-2.00; cull ewes 50c-75c; butchers 1.00.

## ST. PAUL LIVESTOCK

South St. Paul—(P)—(U. S. D. A.)—Cattle 4,200; very slow; fed offerings about steady; in between and all grassy stock around 25c lower; choice long yearlings held around 7.50; bulk down to 6.25 with grassy; steers from 5.00 down; cutters 3.00 to 3.90; cows, common to choice 2.50-3.25; cows, canners 1.25-2.75; cows, cutters 2.00-4.00; bulls, butchers 2.50-3.00; bulls, bologna 2.25-3.75; bulls, common 2.00-2.75; milkers, springers, good to choice (common sell for beef) 35.00-40.00.  
Calves 1,000; 25-50c lower; selects 6.00; good calves 5.25-5.75; fair to good 4.50-5.00; common 4.00-5.00; throwouts 3.00; heavy vealers 180-300 lbs. 5.00-5.50; grassy 3.00-4.00. Sheep 100; 25c lower; good to choice 6.00 lbs. and up native lambs 5.50-6.00; fair to good 4.50-5.00; native bulk lambs 4.30-5.00; clipped yearlings 4.00-5.00; cull native lambs 3.00-4.50; ewes 1.00-2.00; cull ewes 50c-75c; butchers 1.00.

## MINNEAPOLIS CASH GRAIN

Minneapolis—(P)—Wheat 101 cars compared to 159 a year ago. Market 1/2 lower to 1/4 higher. Cash No. 1 northern 52 1/2-54; No. 1 dark northern 54-56; No. 2 54-56; No. 3 54-56; No. 4 54-56; No. 5 54-56; No. 6 54-56; No. 7 54-56; No. 8 54-56; No. 9 54-56; No. 10 54-56; No. 11 54-56; No. 12 54-56; No. 13 54-56; No. 14 54-56; No. 15 54-56; No. 16 54-56; No. 17 54-56; No. 18 54-56; No. 19 54-56; No. 20 54-56; No. 21 54-56; No. 22 54-56; No. 23 54-56; No. 24 54-56; No. 25 54-56; No. 26 54-56; No. 27 54-56; No. 28 54-56; No. 29 54-56; No. 30 54-56; No. 31 54-56; No. 32 54-56; No. 33 54-56; No. 34 54-56; No. 35 54-56; No. 36 54-56; No. 37 54-56; No. 38 54-56; No. 39 54-56; No. 40 54-56; No. 41 54-56; No. 42 54-56; No. 43 54-56; No. 44 54-56; No. 45 54-56; No. 46 54-56; No. 47 54-56; No. 48 54-56; No. 49 54-56; No. 50 54-56; No. 51 54-56; No. 52 54-56; No. 53 54-56; No. 54 54-56; No. 55 54-56; No. 56 54-56; No. 57 54-56; No. 58 54-56; No. 59 54-56; No. 60 54-56; No. 61 54-56; No. 62 54-56; No. 63 54-56; No. 64 54-56; No. 65 54-56; No. 66 54-56; No. 67 54-56; No. 68 54-56; No. 69 54-56; 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## Green Sox in 5 to 1 Victory Over Kaukauna

Defeat Drops Kaws Into Tie With Green Bay For League Lead

**Kaukauna**—Green Bay stopped Kaukauna's champions in the Fox River Valley baseball league at the northern city Sunday afternoon, 5 to 1. The victory for the Kaws in the tie with the Green Sox for the league lead. It also avenged an early season defeat by the Kaws.

Scoring in the first inning, the Kaws added to their lead in the third, seventh and eighth innings. Kaukauna was only able to escape a shutout by scoring in the ninth inning. Muldowney and Morgan joined the homerun swatsmiths of the valley with long drives over the right field wall. Muldowney's round trip also sent in Becker ahead to score the first two runs of the game.

Fenwick had the heavy hitters to force scattered hits and was in trouble at no time during the game. The Kaws failed to threaten until the ninth inning when they scored a run on Phillips' double. Phillips advanced to third on Les Smith's popout, and tallied when Red Smith popped to left field. At all other periods of the game Petcka had the Kaws in hand.

Umpire, Pete La Pine's decisions behind the plate were received with many boos from fans of both teams. When Manager Marty Lamers of the Kaukauna team protested several of decisions he also was booed loudly. Manager Rosenberg of the Kaws was greeted with boos when he refused to allow a base runner to substitute for Les Smith in the seventh inning. Kaukauna was represented at the game by a large crowd of followers.

**11 Hits Off Fortin**  
Fortin, who has hurled the Kaws to the top of the league ladder, had a bad day on the mound. The Bay sluggers drove his slants all over the lot, ticking him for 11 hits. Two homerun clouds were responsible for three of the five Bay Runs. Fortin did not walk a man, while Petcka allowed but one base on balls.

Green Bay started the game with Becker getting on base on Zelniski's error. Zelniski muffed Becker's roller and then tossed to late to first. Fortin struck out Wall, and Muldowney clouded a high one over the right field fence. Clausman singled, Zuidmuller duplicated, sending Clausman to third. Glick hit to the shortstop, who caught Zuidmuller at second for the second out. O'Connor hit a high fly to Zelniski to end the inning.

In the third frame, Wall went out from Zelniski to Red Smith's second. Zuidmuller cracked out his second hit of the afternoon. Clausman got high for the second out, Zelniski making the catch. Muldowney stole second and scored when Zuidmuller hit into centerfield. Zuidmuller's hit into center was disputed by Zelniski and Vils, and neither took it. The ball dropped between the players and Muldowney scored. Glick filed out to end the inning.

Two hits and an error on Lamers gave the Green Sox another run in the seventh inning. Petcka filed to start, Becker and Wall singled, and Muldowney popped to Lamers. Clausman hit into the infield and Lamers and Smith attempted to field the ball. Lamers threw wild to Fortin, who covered the initial sack on the play, and the runners were safe with Becker scoring. Zuidmuller filed to Vils to end the frame.

**Phillips Hits Double**  
Phillips doubled in the ninth, advanced and scored on two flys to save the Kaws from a shutout. Wenzel filed out to Becker to end the game.

Kaukauna	AB	R	H	E
Vils, cf	4	0	1	0
Phillips, 3b	4	1	1	0
L. Smith, lf	3	0	0	0
R. Smith, 1b	4	0	1	0
Wenzel, c	3	0	0	0
Lamers, 2b	3	0	0	0
Zelniski, ss	3	0	0	1
Van Drasek, rf	1	0	0	0
Fortin, p	3	0	0	0
Esler, lf	2	0	0	0

Totals ..... 31 1 4 2

Green Bay	AB	R	H	E
Becker, ss	5	2	1	0
Wall, cf	4	0	1	0
Muldowney, rf	4	2	2	0
Clausman, 3b	4	1	1	0
Zuidmuller, 1b	4	0	2	0
Glick, lf	4	0	0	0
O'Connor, 2b	4	0	1	0
Morgan, c	4	1	2	0
Petcka, p	3	0	1	0

Totals ..... 36 5 11 0

**Summary:** Home runs—Morgan, Muldowney; two base hits—Petcka, Lamers, Phillips; stolen bases—Muldowney, Zuidmuller; struck out—by Petcka, 4, by Fortin, 4; base on balls—Petcka, 1; Umpires—La Pine, Fond du Lac; Sanders, Fond du Lac.

### Anniversary Service Postponed at Church

**Kaukauna**—Silver jubilee anniversary services for the Rev. Louis Van Oeffel, pastor of St. Francis church at Hollandtown, has to be postponed Sunday because of Father Van Oeffel's illness. The pastor was removed to St. Elizabeth hospital Friday evening. His condition Monday morning was reported better. Father Van Oeffel was to celebrate the 25th anniversary of his ordination into the priesthood.

The solemn high mass scheduled for 10 o'clock Sunday morning also was postponed. A dinner was served for 350 guests at the church. Ben Vande Yacht had been handling arrangements for the silver jubilee anniversary program. More than 20 priests were to attend the high mass services.

**Steamer Chairs with foot rest.** A high quality chair. Tues. only \$1.69. See Page

### Kaukauna Golfers in Win Over Clintonville

**Kaukauna**—Kaukauna Golf club's first victory of the season in an inter-city match was marked up Sunday when the local golfers topped a team from the Clintonville club by a 36 to 28 count. It was the first meeting of the two teams. Another match will be held at the Riverside course at Clintonville Sunday, July 24.

### Funeral Rites for Mrs. Charles Kunze

Services Conducted Saturday Afternoon at Reformed Church

**Kaukauna**—Funeral services for Mrs. Charles Kunze, 65 who died Wednesday evening at her home here, were held at 2 o'clock Saturday afternoon at Immanuel Reformed church, with Rev. John Scheib in charge. Interment was in the Union cemetery.

Pall bearers were Arthur Kuehl, Roland Osborn, Don Schubring, Henry Scherff, Herman Dolven, and Charles Gilkey. Honorary bearers were Mrs. J. J. Haass, Mrs. Rica Kuchler, Mrs. Herman Paschen, Mrs. Harold Stoenman, Mrs. H. Kuehl, and Mrs. John Pfeiffer.

Born in Germany Mrs. Kunze came to this country with her parents at the age of 15, settling in Athens. She came to Kaukauna with her husband 18 years ago and had resided here since. She was an active member of the Royal Neighbors of America, and the Ladies Aid society of Immanuel Reformed church.

Survivors are the widower, four sons, Edwin, Milwaukee; Kurt of Christholm, Minn.; Arthur of Neillsville; George Arning, Kaukauna; five daughters, Mrs. Jack Zwisch, Kaukauna; Mrs. Harry Evers, Minneapolis, Minn.; Mrs. Herman Humbyrd, Vancouver, Wash.; Mrs. Ted Richter, Portland, Ore.; and Miss Bertha Kinze at home.

### KAUKAUNA PERSONALS

**Kaukauna**—Mr. and Mrs. Kenneth W. Morrissey of San Francisco, Calif., are the parents of a son, Kenneth William, born Saturday. Mrs. Morrissey was formerly Miss Angela Gossens, daughter of Mr. and Mrs. Joseph Gossens, 216 Catherine-st.

Mr. and Mrs. Herbert Homan spent the weekend visiting relatives here.

C. H. Crabbe has returned to Chicago after a visit with relatives here.

Ray Oim and son, Charles, of Chicago, Ill., are spending a short time with Mr. and Mrs. Clem Hilgenberg.

Mr. and Mrs. Joseph V. Derus, Jr., and Joseph Wiesler motored to Green Bay Sunday.

**100% Pure Pennsylvania Motor Oil. 5 gal. can \$2.39 Tuesday. See Page 49.**

## Sudan Grass Will Make Hay Crop for Month of August

Must Be Planted Now—Not Affected by Heat After Germination

Sudan grass will make good pasture, according to Gustav A. Sell, county agricultural agent, providing the grass is planted now and the fields are not too dry. The grass needs moisture until it begins to germinate. After it gets started hot weather fails to hurt any.

Sowing 25 or 30 acres has been found by farmers to bring best results. The seed bed should be well prepared, practically the same as for grass seed, firm, free from lumps, not too dry or wet and the seed planted just deep enough to be covered with moist soil.

Warning against cutting alfalfa in a hurry also is given by Mr. Sell, especially if the alfalfa was damaged last winter.

Winter injured plants are weak, lack thrift and vigor, he said, and do not have the ability to get out of the soil what they need. Such plants can come back if given a chance. Late cutting of the first crop helps the "comeback," he finds. Although the quality of the hay may not be as good as though it were cut earlier, the plant will be given a better opportunity to reestablish itself to a normal state of vigor.

First observations are apt to lead one to believe that the earlier cutting is best because it will, for a time, look much better than the late cut plants. Later, however, the injured alfalfa will be yellow, the leaves will drop off and the quality of the hay will be poorer.

### Play is Resumed in City Softball League

**Kaukauna**—Play in the city softball league will be resumed Monday evening after a lapse of one week. It will mark the beginning of the final half of the league schedule.

Bayorgeon's Butchers will meet Kalupa Bakers on the city playground diamond and Ludtke's Specials will engage Mereness Transfers at Park school. Most of the teams have revamped their lineups and added new players.

Tuesday evening Service Laundries engage Van's Buffets at the playgrounds and Weyenberg's will clash with the Eagles on the Park school diamond. Bayorgeon's Butchers will mix with Ludtke's Specials at Park school Wednesday evening, while Kalupa Bakers are playing Mereness Transfers at the playgrounds.

Thursday evening's games will close the week's schedule and will show Service Laundries versus Weyenberg Meats at Park school, and Van's Buffets versus the Eagles at the playgrounds.

### Common Council Will Meet Tuesday Evening

**Kaukauna**—The common council will meet at 8 o'clock Tuesday evening in the municipal building. Licenses will be considered and two members will be named to the board of review. The board of review opens sessions Tuesday, July 5. Other monthly business will be transacted.

### Seek Settlement Of Barber's Fight

Call Meeting This Evening For Discussion of Price Cuts

**Kaukauna**—Kaukauna barbers will meet in the J. Mertes shop on Wisconsin-ave Monday evening to discuss the changes in rates put in to effect here by several shops last week. It is expected that the barbers will reach a standard price for both hair cuts and shaves. Some of the shops had been advertising both haircuts and shaves for the former price of one haircut. The rate that may be set at the Monday meeting is 40 cents for haircuts and 20 cents for shaves.

### Social Items

**Kaukauna**—The local Papermakers Union met Sunday afternoon in the Farmers and Merchants bank building. Discussion of paper industry problems took place.

Young Ladies' Sodality of Holy Cross church approached communion in a body at the 7 o'clock services Sunday morning.

A large crowd attended the annual picnic given by members of Trinity Evangelical Lutheran church. Albert Peters handled the general arrangements.

**Kaukauna Golf club** will sponsor a dance in the Combined Locks pavilion Saturday evening, July 2. The dance committee is handling the arrangements.

Friends surprised Mr. and Mrs. Nick Fox, Jr. on their third wedding anniversary Friday evening. Those present for the occasion were Mr. and Mrs. Joseph Stingle, Leo, Gertrude and Arthur Stingle, Loretta Stadler, Mr. and Mrs. George Stingle, Mr. and Mrs. Edward Stingle, Mr. and Mrs. Jay Fries and son, Merlin of Black Creek, Mr. and Mrs. Alfred Wolf and son, Gerald of Five Corners, Mr. and Mrs. John Smith of Little Chute, Mr. and Mrs. J. W. Baumann and sons, Cyril and Harold of Appleton, Simon Myers, Marvin Fox of Kaukauna.

### WEEKEND IS QUIET

**Kaukauna**—Both police and fire departments spent a quiet weekend. There were no arrests and but five transients lodged at the station Saturday and Sunday. A small grass fire was extinguished in an alley on Second-st Friday evening.

## Milking Machines Cleaned Now With Cold Solutions

Task is Performed Easier And Quicker, Says County Agent

Outagamie-co dairymen who use hot water for cleaning their milking machines may now use a simpler, quicker, and less expensive method and still do a good job, according to Gustav A. Sell, county agricultural agent.

A recent method of using only cold solutions has been announced. Only three steps are necessary. The machine is rinsed with cold water, and if it has no aluminum parts, is rinsed with cold dilute lye solution to remove the butterfat. For machines with aluminum parts the butterfat is removed by scrubbing with warm water and washing powder because the lye solution should not come in contact with aluminum. The unit then is placed in a rack and filled with hypochlorite solution to kill the bacteria.

In following this method, when the last cow is milked and the pail cleaned, the test cups are dropped into a pail of cold, clean water while the power still is on. The lye solution can be drawn through in the same way before the unit is let stand filled with hypochlorite solution. When ready for the next milking the tube is merely dropped to let the solution run out.

The proper strength lye solution is easily made by dissolving one 13 ounce can of high test lye in one gallon of water. When dissolved, this lye stock should be transferred to a gallon bottle and kept tightly stoppered. One cupful of the lye stock solution added to a gallon of water makes the proper dilution.

A simple wooden rack for holding the tubing when full of solution, can be made readily from materials already on hand or the material can be purchased for but a few cents. A diagram of such a rack as well as complete direction for this simple method of sterilizing the milking machine may be obtained at the county agent's office.

### BEAULIEU HILLS WIN

**Kaukauna**—Beaulieu Hills, Kaukauna's entry in the Badger Baseball league, took a 7 to 6 decision from the Hollandtown entry in a 10-inning game at the Kaukauna ball park Sunday afternoon. The battery for the Kaukauna team was Giesbers and Radder, and the battery for the Hollandtown team was Smith and Block.

### PLAYER SPRAINS WRIST

**Kaukauna**—The fourth softball accident reported since the opening of the season was a sprained wrist suffered by James McFadden. McFadden received the injury while practicing at the Park school diamond Friday evening.

### Seek Current Reports On U. S. Legislation

In an effort to acquaint employees with the current developments in legislation, state and national, several Appleton manufacturers are seeking reports from the National Chamber of Commerce. These reports, if necessary arrangements are made through the Appleton chamber, will be posted periodically on bulletin boards in the various plants.

## Heindel Pigeon Wins Sunday Race

Averages 1,131.47 Yards Per Minute to Return Home First

**Kaukauna**—Flying at an average speed of 1,131.47 yards-per-minute, a pigeon from the Joseph Heindel loft won the 400 mile bird race from Storm Lake, Iowa, Sunday. The race was one of a series being held by the Kaukauna Pigeon club. A bird from the Frank Heimke loft was second, averaging 1,130.63 yards-per-minute.

Heimke leads in the races as birds from his loft have averaged the best time to date. The best average time for the races already held is 1,140.63 yards-per-minute. Robert Bernard is in second place.

Places won in Sunday's races follow: Joseph Heindel, 1,131.47 yards-per-minute; Frank Heimke, 1,130.63 yards-per-minute; Edward Ludtke, 1,116.67 yards-per-minute; Frank Heimke, 1,117.33 yards-per-minute; Edward Ludtke, 1,117.21 yards-per-minute; Robert Bernard, 1,116.84 yards-per-minute; Joseph Heindel, 1,114.86 yards-per-minute; Robert Bernard, 1,099.12 yards-per-minute; and Albert Ludtke, 1,086.38 yards-per-minute.

Birds from eight lofts competed in the race. The pigeons were released in cloudy weather. Club members will meet Wednesday evening at the home of E. Reuter on Division-st. A special race may be held next Sunday.

**Kaukauna**—Workmen Saturday started to raise a water tank on the roof of the Union Bag and Paper Co. mill here. The work was to be completed Monday.



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—Fourth Floor—

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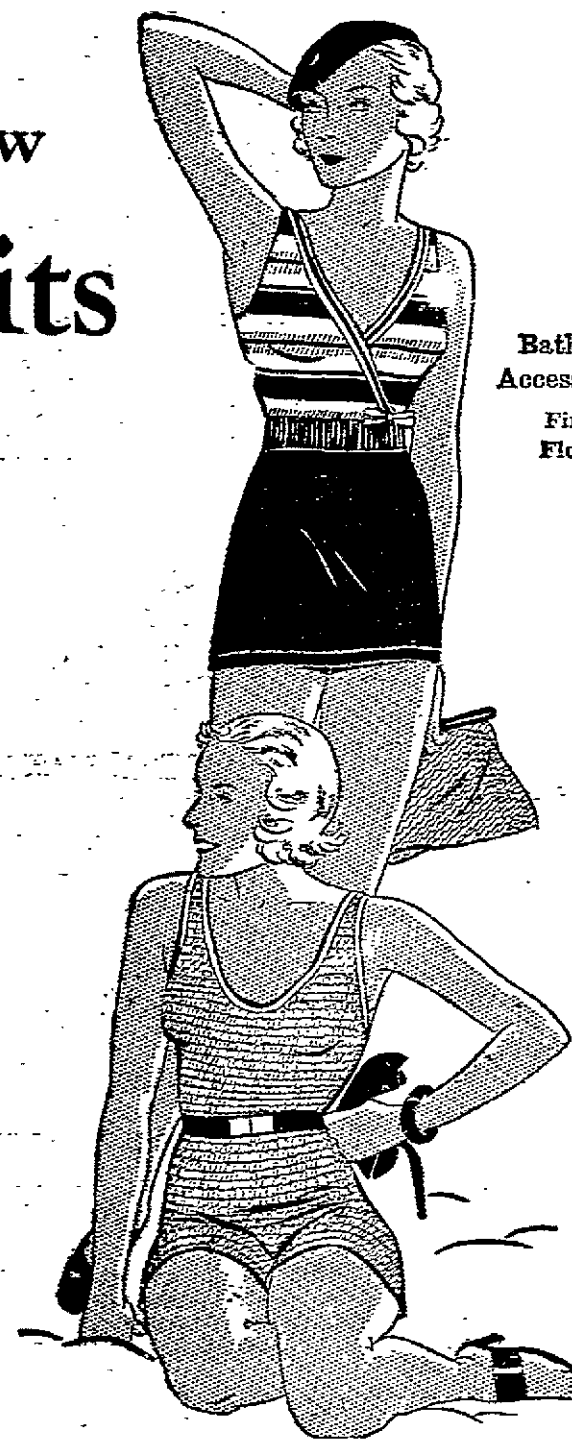
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Bathing Accessories First Floor